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BOOKSELLER & STATIONER

AND

OFFICE EQUIPMENT JOURNAL

VOL. XXIX. No. 1.

PRICE, \$1.00 PER YEAR

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for twenty-seven years the recognized authority for those interests.

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 143-149 University Ave. WINNIPEG, 34 Royal Bank Bldg. LONDON, ENG. 88 Fleet St., E.C.

PUBLICATION OFFICE: TORONTO, JANUARY, 1912-1913

SHOW The Autopen and Commercial Safety

You'll Sell More Fountain Pens Than Ever

It is not their low prices—it is their high quality and their many exclusive improvements that make

SANFORD & BENNETT Fountain Pens

so popular among business men, professional men and students.

The **AUTOPEN** has a smooth, clean barrel when in use. No clumsy projections—nothing to get out of order.

The **COMMERCIAL SAFETY** is absolutely non-leakable—see inside cap and ball joint—the cap cannot stick and unscrew pen section.

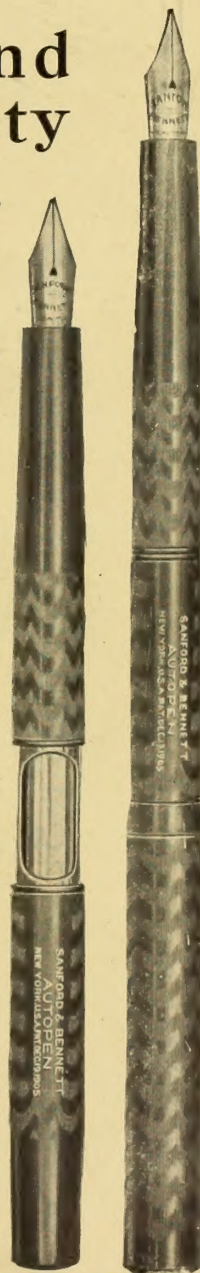
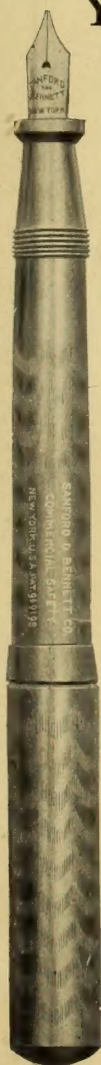
Let us imprint these pens with your name. Their high quality will add to your reputation and help your whole business.

It will pay you to write now for prices and discounts.

Sanford & Bennett Co.

51-53 Maiden Lane

New York





Sincerely, we wish our Patrons

A Happy New Year

and still greater prosperity in the coming year, fully recognizing the fact that your success means our success.

We are ever trying and ever willing to achieve greater results.

The outstanding feature of the House is its progressiveness.

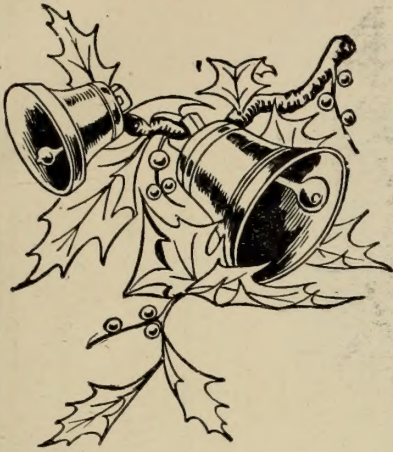
Under its roof is always something new in creation, and always something newer still in contemplation.

Our announcements keep step with and duly chronicle our doings and intentions. It pays to read them; it pays to digest them; it pays to act freely on their suggestions—always.

WE GROW TOGETHER

Warwick Bros. & Rutter, Limited

TORONTO



ALL GOOD WISHES FROM GOODALL'S

OUR OPENING MESSAGE FOR 1913
SOME NEW OFFERINGS

KUHN KHAN, With Rule Book

(The American Game of Rummy)

THE RAGE IN ENGLAND AND AMERICA

AUCTION BRIDGE IN SETS
SCORE PADS FOR ALL THE GAMES

GOODALL'S ENGLISH PLAYING CARDS

NEW BACKS IN ALL THE SERIES

THE CARDS THAT WIN TRADE

IMPERIAL CLUBS
SOCIETY

LINETTES
SALON

COLONIALS
SULTAN

Ask Your Jobber
for Prices



Your Imprint on
the Boxes

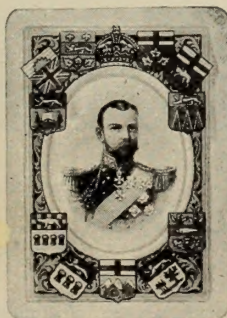
AUBREY O. HURST

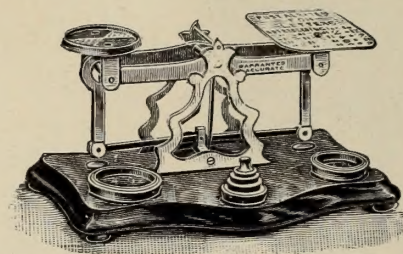
REPRESENTATIVE

24 SCOTT STREET

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TORONTO



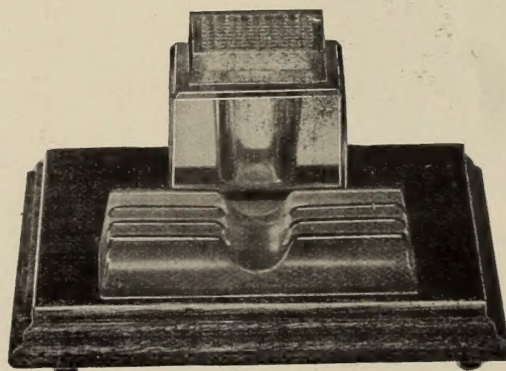
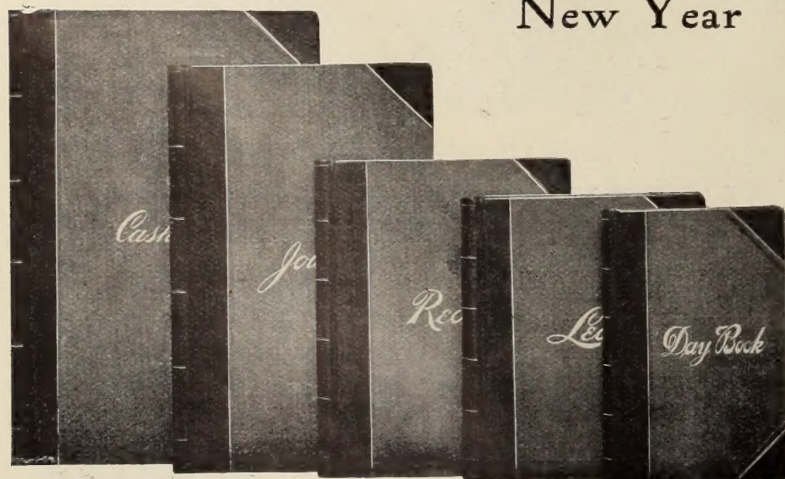
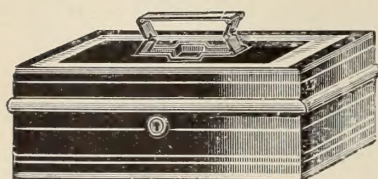
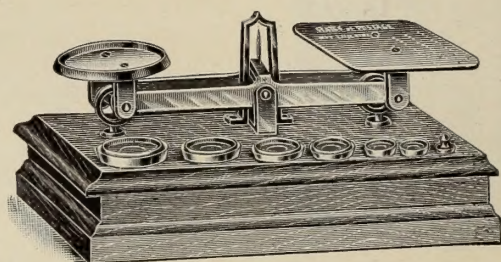


The Season's
Greetings

to our friends and patrons

With all
Good Wishes

for a
Happy and
Very Prosperous
New Year



BROWN BROS., LIMITED

WHOLESALE STATIONERS

Manufacturers of Account Books, Fine Leather Goods, Diaries, etc.

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TORONTO

Greeting

To You *o o*
o and Yours

May the year nineteen hundred and thirteen be one of happiness and abundant prosperity is the earnest wish of "The House of Gage."

And to this we hereby set
our seal this first day of
January, Ao. Di., 1913.



W. J. Gage & Co., Ltd.
Toronto



WE are grateful to our friends and customers for favors received in 1912, and extend to them our sincere wishes for a happy and prosperous New Year.

We want to hear from
anyone interested in our lines,
whose territory is not visited by our
traveller. We can always send samples.
We also need jobbers for our new lines of Xmas goods.

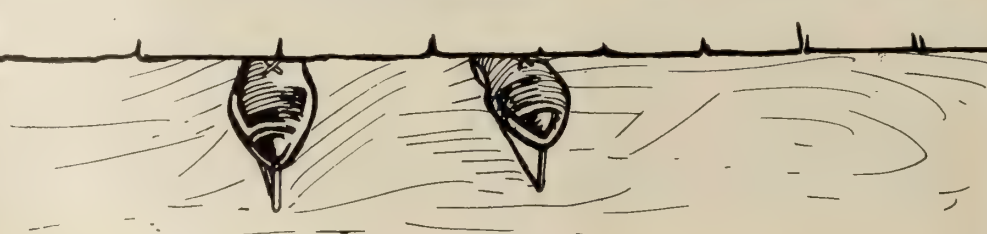
Our salesmen start out early January with new lines, Christmas Cards, Calendars, Post Cards, Local View Post Cards and View Books, Novel-
ties, Fancy Stationery etc., etc.

For the Staples—Please don't wait for a visit from a traveller before thinking of ordering: Lyon's Inks, Sealing Wax, Glucine, Morton's Fountain Pens, London Carbon Papers, Staple and Fancy Blottings, Ball Programmes, Menus, Pictures, etc.

MENZIES & CO., LTD., 152-154 Pearl Street, Toronto
Adjoining Royal Alexandra Theatre

Sole Canadian Agents: E. W. Savory, Ltd., Bristol.
Lyons Ink, Ltd., Manchester

Dorendorff & Co., London, Eng.
Philip G. Hunt, London, Eng., etc.



The End of Another Year

The time of reckonings,—and it is with much satisfaction we announce a very large growth in the volume of "Things Different" distributed—a rare, healthy growth from year to year on items, convincingly showing an appreciation of tasty lines, lines that win hearty approval from their clients—evoke these pleasing encomiums that make one feel pleased with business efforts—that stamp the care in buying that makes for bigger, for better business.

It's with pleasure and appreciation we accept this increased business from the trade in general—and extend our grateful thanks—and

Here's to A Happy New Year

A year fortunate in its opportunities and prolific in good results.

The Sutcliffe Co.

Importers and
Commission Merchants
Nordheimer Building

77 York Street, - Toronto



Esterbrook Steel Pens

250 Styles

Ask
Your
Stationer

The most
satisfactory pen
for you and your
customers.

Best selling—best
writing.

Quality guaranteed
by half-century of
reputation.

The Brown Bros., Limited
Canadian Agents
Toronto

The Esterbrook Steel Pen Mfg. Co.

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Works, Camden, N. J.

128
ESTERBROOK
EXTRA FINE
ELASTIC PEN

To
*I hereby pledge
myself to you until
death—to do your
every bidding—to
obey your every
demand—to the
extent of my physical
and mental ability—
you to furnish me
support.*



(SIGNED)

A Life at Stake!

Two men, one a newspaper writer, the other an actor, both friends, play off a game of poker for one of the most original stakes ever conceived—the absolute future of the loser.

**DOES THE
WINNER WIN?**

Here's a *real* situation.
Read

The Lapse of Enoch Wentworth

By ISABEL GORDON CURTIS

(Author of "The Woman from Wolverton")

A gripping story, with the scenes laid in New York.
Frontispiece in color by ALONZO KIMBALL.

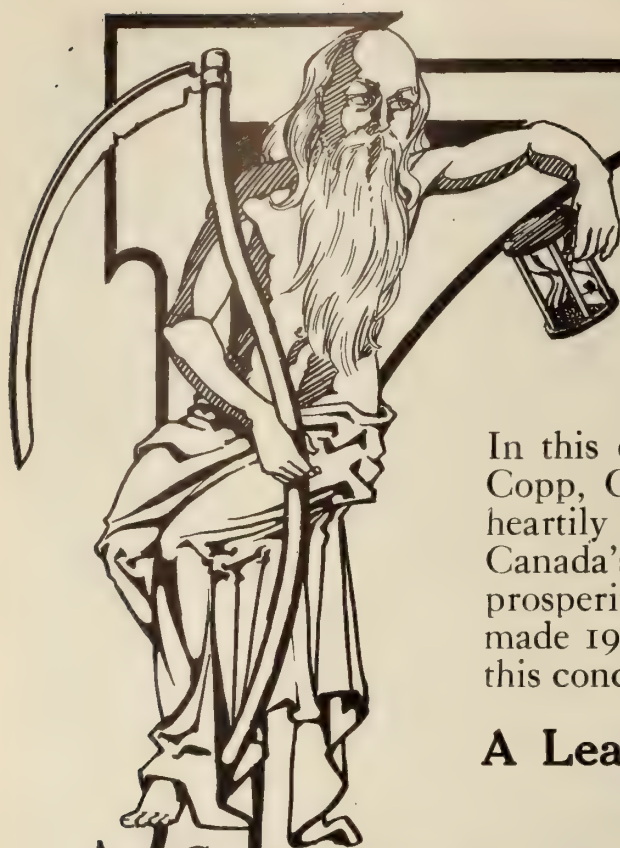


At Your Bookseller's, \$1.25 Net

F. G. BROWNE & CO.

PUBLISHERS

1575-8 Transportation Bldg., Chicago



GREE

In this opening announcement to the trade for 1913 the Copp, Clark Company, Limited, desires to express most heartily the hope that the next twelve months may bring to Canada's booksellers and stationers the fullest measure of prosperity and to thank them for that liberal support which made 1912 the year of greatest attainment in the history of this concern.

A Leader for January

THE KNAVE OF DIAMONDS.

By Ethel M. Dell.

Author of "The Way of an Eagle." "The Way of an Eagle" was one of the big novels of 1912:—"The Knave of Diamonds" will be one of the biggest sellers for 1913.

Novels Coming This Spring

THE JUDGMENT HOUSE. By Sir Gilbert Parker.

A full length novel in this great author's best style.

THE SIXTY-FIRST SECOND. By Owen Johnson.

Author of "Stover at Yale," etc. A novel of New York Society life the best yet from this clever author's pen.

THE DAYS OF DAYS. By Louis Joseph Vance.

Author of "The Bandbox," etc. Full of breathless incident. The reader's attention is riveted from the first page to the last.

And others to be announced later.

Special Lines for the Import Trip

T. C. & E. C. Jack's beautiful books with colour illustrations—"Masterpieces in Colour," "Told to the Children," Romances of Empire Series," etc.

Blackie & Sons' fine line of Boys' and Girls' story books—Captain Brereton, G. A. Henty, etc.

Siegel, Hill & Co.'s dainty gift books in pretty bindings.

Altamus' Books.—"The Young People's Library,"

"New Vade mecum Series," etc.

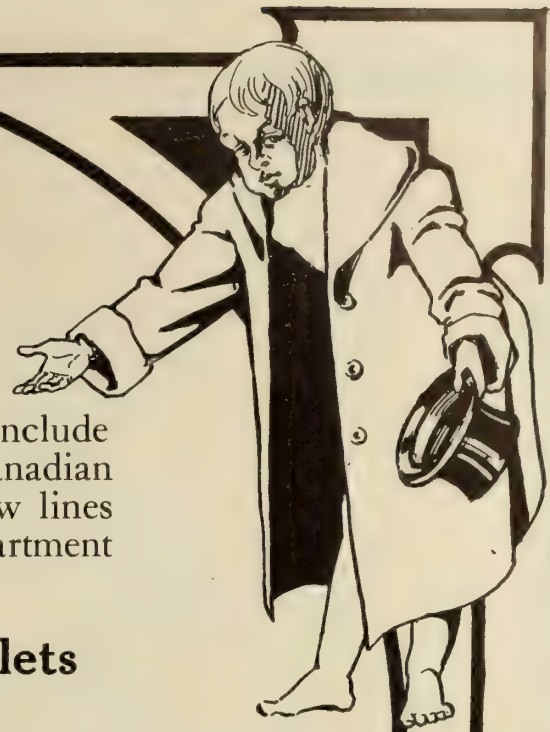
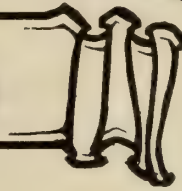
Reilly and Britton.—The "Oz" books, and other splendid Juveniles.

John C. Winston Co.—International Bibles and General Publications. Good Sellers.

Barse and Hopkins.—A splendid range of dainty gift books. Selections from many other lines—all chosen with a view to the needs of the Canadian Bookseller.

THE COPP, CLARK

THINGS



For 1913 the plans which we have mapped out include greater things than ever in the interests of the Canadian book, stationery and fancy goods trades—many new lines in all branches and added efficiency in our sales department ensures better service than ever to the trade.

Greeting Cards, Leaflets, Booklets

Leaflets—

Aristocratic Series
Patrician Series
Ideal Series
Matchless Series

Peerless Series
Imperial Series
Worcester Series
Local Views, Christmas Leaflets

A. M. Davis Quality Cards and National Letters.

French booklets in various styles

Post Cards

One cent to ten cent lines, Steel Die, Leaflet, Satin Mounted, Monotints, Gelatine, French Post Cards.

Calendars and Pictures

Harrison Fisher
Coles Phillips
Charles Dana Gibson
James Montgomery Flagg
Life
Howard Chandler Christy

CALENDARS

FOR 1914

Reinthal and Newman's Exclusive Lines
The Art Craft Line
Hand Colored Calendars at Popular Prices

Scribner's, Harrison Fisher Pictures, Photogravures, Sepia and Colored Oak Frame Line at Popular Prices, Cut Out Placque Novelties, Metal Frame Pictures

Specialties for Christmas Trade

Natural Holly, Poinsettia Sprays and Vines, Christmas Bells and Paper Festoons, Tinsel Garlands and Christmas Tree Ornaments, Holly Wreaths and Imitation Snow. Crepe Paper in 3 in.

Ribbons, Fancy Crepe Paper, Holly Wrapping Paper, Holly and Poinsettia Boxes—nested. Seals, Tags, Labels, Enclosure Cards.

Meritorious Miscellany

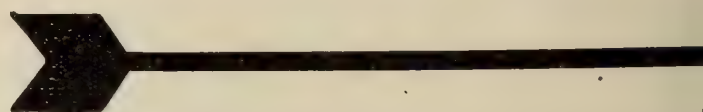
Post Card Albums Cigarette Card Albums Photo Albums Games Table Favors Papeteries
Wedding Stationery, Menu Cards, Tally and Place Cards.

HARBUTT'S PLASTICINE

CO., LTD., TORONTO

BRIGGS' MESSAGE

For bigger business in 1913 booksellers must have the best selling books available. Our commission is to furnish the trade with such books, and to that end Mr. E. W. Walker has been in England arranging to show for 1913 the most sumptuous array of holiday publications ever presented for the approval of Canadian booksellers. These will be augmented by the best holiday productions of American publishing houses, and altogether will constitute a material advance, despite the high mark set by Briggs' line in 1912.



BRIGGS' REPRINTS—Sixty-Eight Titles

MOST POPULAR BOOKS

The Moneymoon	- -	Author "Broad Highway"
Maid of the Whispering Hills	-	V. E. Roe
Mary Midthorne	-	George Barr McCutcheon
God's Good Man	- - - - -	Corelli
Master Christian	- - - - -	Corelli
Secret Service	- - - - -	Brady
Wally	- - - - -	Guy Steele
The Magnet	- - - - -	Rowland
The Halo	- - - - -	Von Hutton
The Silent Bullet	- - - - -	Arthur B. Reeve
Her Weight in Gold	- - - - -	McCutcheon
Father Sergius	- - - - -	Tolstoi
Forged Coupon	- - - - -	Tolstoi
Hadji Murod	- - - - -	Tolstoi
Lady Caprice	-	Author of "Broad Highway"
The Dust of Conflict	- - - - -	Bindloss
Thrice Armed	- - - - -	Bindloss
Adventurer in Spain	- - - - -	S. R. Crockett
Rebecca of Sunnybrook Farm	-	Kate Douglas Wiggin
Comin' Thro the Rye	- -	Helen Mathers
The City of Beautiful Nonsense	-	E. T. Thurston
The Greatest Wish in the World	-	E. T. Thurston

BIGGER MARGIN FOR THE BOOKSELLER

Mirage	- - - - -	E. T. Thurston
Sally Bishop	- - - - -	E. T. Thurston
The Sign of the Cross	- - - - -	Wilson Barrett
Stranleigh's Millions	- - - - -	Barr
The Divine Fire	- - - - -	May Sinclair
Eben Holden	- - - - -	Bachelor
Captain Desmond	- - - - -	Maud Diver
The Shadow of the Rope	- - - - -	Hornung
The Shulamite	- - - - -	Claude Askew
Red Pottage	- - - - -	Mary Cholmondeley
The Fourth Watch	- - - - -	H. A. Cody
Mr. Achilles	-	Jennette Lee, author Uncle William
The Lad Felix	- - - - -	Henry Milner
Holy Orders	- - - - -	Corelli
Treasure of Heaven	- - - - -	Corelli
David Harum	- - - - -	Westcott
Lords of the North	- - - - -	Laut
My Lady of the Snows	-	
The Trail of '98	- - - - -	Service
The Second Chance	- - - - -	McClung
Sowing Seeds in Danny	- - - - -	McClung
Mrs. Wiggs of the Cabbage Patch	- - - - -	Rice

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THE HOME UNIVERSITY LIBRARY

ONE OF THE BEST LINES FOR SPRING TRADE
CLOTH AND LEATHER

WILLIAM

27-29 Richmond St. W.

FOR THE NEW YEAR

All previous records made by this house have been far surpassed in the year that has just closed, due to the liberal patronage of the trade, and we desire to take advantage of this opportunity to express our keen appreciation of this support and to extend our heartiest wishes that the ensuing year may have in store for Canada's booksellers the greatest possible degree of health, happiness and business expansion.



Sacrifice of the Shannon	- - - -	Hickman
Rose in the Ring	- - - -	McCutcheon
The Alternative	- - - -	McCutcheon
The Magnet	- - - -	Rowland
The Foreigner	- - - -	Connor
The Doctor	- - - -	Connor
The Prospector	- - - -	Connor
The Man From Glengarry	- - - -	Connor
Glengarry School Days	- - - -	Connor
Sky Pilot	- - - -	Connor
Black Rock	- - - -	Connor
The Frontiersman	- - - -	Cody

Forest, Lake and Prairie	- - - -	McDougall
Saddle, Sled and Snowshoe	- - - -	McDougall
The Girl of the Golden West	- - - -	Belasco
Scarlet Runner	- - - -	C. N. & A. M. Williamson
My Lady of Shadows	- - - -	Oxenham
The Stampeder	- - - -	S. A. White
Hill Rise	- - - -	W. B. Maxwell
From the Great Lakes to the Wide West	- - - -	McEvoy
A Reconstructed Marriage	- - - -	Amelia E. Barr
By Canoe and Dog Train	- - - -	E. R. Young
Stories from Indian Wigwams and Northern Campfires	- - - -	E. R. Young

BRIGGS' FORTHCOMING BOOKS

The Nest	- - - -	By the Author of Tante
Hocken and Hunken	- - - -	By "Q."
V.V's Eyes	- - - -	By Author of Queed
The Little Grey Shoe	- - - -	Brebner
Heart of the Night Wind	- - - -	V. E. Roe
Apple of Discord	- - - -	Henry C. Rowland
Pettors of Freedom	- - - -	C. T. Brady
Poisoned Pen	- - - -	Arthur B. Reeve

Degarmo's Daughter	- - - -	David Graham Phillips
The Debt	- - - -	By William Westrup
A valuable contribution to South African literature.		
The Gloved Hand	- - - -	By Burton E. Stevenson
The Montessori Method	- - - -	By Maria Montessori
Adnam's Orchard	- - - -	By Sarah Grand
Author of The Heavenly Twins.		

BRIGGS

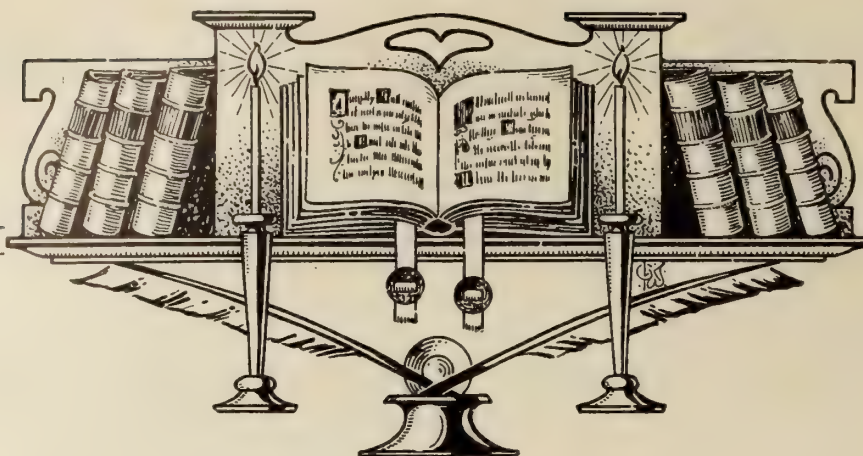
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STALL'S BOOKS

SELF AND SEX SERIES—SECOND MILLION

The way to purity through knowledge.
These essentially valuable books afford almost unlimited scope for energetic booksellers.

THEY SELL THE YEAR ROUND



We wish to extend to the Canadian book trade our sincere thanks for the business entrusted to us in nineteen twelve and to express the hope that nineteen thirteen may be a year of ever increasing prosperity as the months roll by.

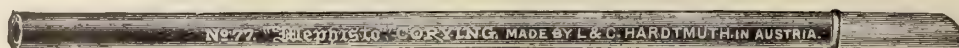
The Musson Book Co., Limited
TORONTO

These L. & C. Hardtmuth Numbers always in demand

There is not a live stationer from coast to coast that does not have frequent daily calls for

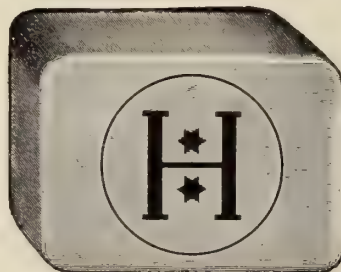


"Koh-i-noor" Drawing and Copying Pencils



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Pliable Rubber
Propelling and Repelling
Pencils



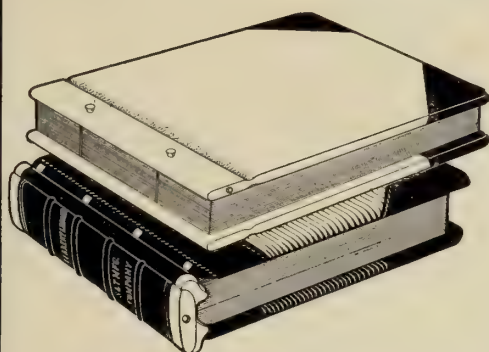
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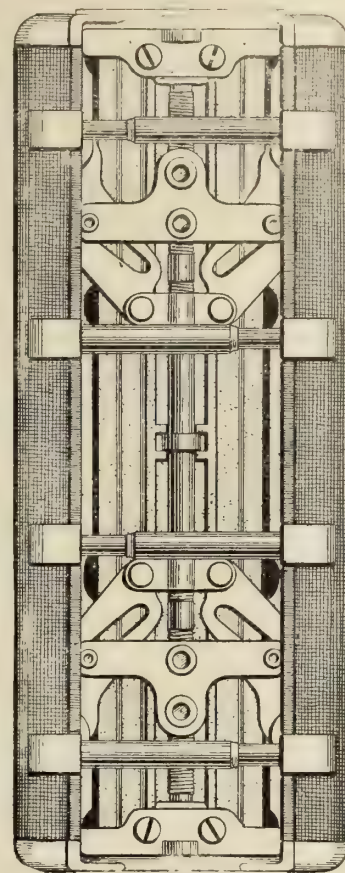
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PRICES ARE LOW.



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TWO JANUARY BOOKS

BUNCH GRASS

Horace Annesley Vachell

The continuity of interest in the incidents related in this volume, together with the successful reproduction of the atmosphere of a country that in three decades has changed almost beyond recognition, is a certain indication that **BUNCH GRASS** will make an exceptionally strong appeal to readers.

Thirty years ago the author went to the California cow country. In seventeen years spent there he witnessed the transformation of a land, formerly terrorized by outlaws and occupied for cattle and sheep raising, into a populous country of innumerable small holdings. He saw the passing of the pioneer who settled vital differences with the pistol.

The notorious Dalton gang lived and died, some with their boots on, during the period covered by these tales, and the writer has talked to Frank James, one of the two brothers who were the most famous of all Western desperados. He also enjoyed the acquaintance of "Judge Lynch," remembers the Chinese riots, and was consequently eminently well equipped with his store of experience and descriptive powers to produce this remarkable volume.

It is a volume of gripping tales, and will have the special attention of aggressive booksellers, who will not be slow in appreciating the possibilities it affords them.

CLOTH \$1.25

THE SPORTING INSTINCT

Martin Swayne

The author of this book, it will be recalled, scored a decided success in his previous novel, "Lord Richard in the Pantry." He is one of the most brilliant of England's younger writers of fiction.

Here are a few extracts from recent reviews of the book in England:

"A novel of extraordinary merit, daring and original in conception, and full of vivacity in detail."—*The Bookman*.

"An exceptionally clever novel."—*Antheneum*.

"One of most uncommon, most attractive, and most brilliant novels we have read for a long time. It glitters with cleverness."—*British Weekly*.

Concentrate your efforts upon selling this book—you will make no mistake in doing so, because it's a novel of intrinsic merit.

It will make a wide appeal because of the popular theme—and the name itself will help materially in evoking interest that can be converted in sales.

CLOTH \$1.25

THE MUSSON BOOK CO., LIMITED
TORONTO

TO THE TRADE

MESSRS. Cassell & Company, Limited, tender to the trade their very warm thanks for the many business courtesies extended during the year 1912.

Our publishing plans for the year 1913 promise the trade opportunities for increased sales. In addition to staple lines, many new titles will be added to the popular-priced series. For instance, in the Shilling Library, with its dressy jackets, will be found books which ranked amongst the six best sellers last year—"Father Brown," by Chesterton, "The Double Four" (Peter Ruff), by Oppenheim, etc., etc.

To those who benefited by the wide sale of "Marie," by Sir H. Rider Haggard, we have pleasure in announcing, for early Spring publication, a sequel entitled "Child of Storm." Every customer who purchased "Marie" will be a prompt purchaser of "Child of Storm," if it is brought to their attention. This is the second volume of a trilogy dealing with the same characters; the third will be published during 1914.

"Chums" has experienced its record sale in Canada. Its constituency grows each year. Our General Juvenile List for 1912 was completely sold out. The new line will contain many equally quick-selling features.

Books by Canadian writers will, as usual, occupy a prominent place in our list. This is in line with our policy of aiding in the development of a Canadian Literature. Every book listed will have passed the severest test of editorial criticism.

Travelers leave about the middle of January. We ask for them the careful attention of the trade, feeling assured that future relations, as in the past, will be found mutually profitable.

CASSELL & COMPANY, LIMITED

42 ADELAIDE ST. WEST

TORONTO

EVERY PROGRESSIVE STATIONER

OR MERCHANT HANDLING STATIONERY OR KINDRED LINES

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OUR NEW
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WILL BE
READY FOR
DISTRIBUTION
DURING THE
1ST MONTH
OF THE
NEW YEAR

IT IS YOURS
FOR THE
ASKING
IF YOU ARE
A DEALER,
WHETHER A
CUSTOMER
OR NOT



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BOOK OF ITS
KIND IN
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PRACTICALLY
EVERYTHING
IN THE
STATIONERY
AND
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TRADES

THE TOWER CATALOG FOR YEARS HAS BEEN considered an authority in all matters pertaining to the Stationery trades, as well as the most complete reference book.

The new issue is much more comprehensive, containing over 3,000 more items than any of our previous issues.

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Manufacturing
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Special Quality No.
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Most serviceable but
lowest priced.

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500 PAGES
\$10.20
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Half bound, red back
and corners, black
cloth sides, colored
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Pages numbered,
good white wove
paper, strongly sewn,
flat opening, unit
columns.

HOW MANY?

AND NOW FOR JANUARY

Your stationery stock will need sorting.
You want to be ready for office supply trade.
You want to get and give best value.

**WE ARE HERE TO HELP YOU
BREAK ALL JANUARY RECORDS**

BUSINESS EQUIPMENT

"EVERYTHING FOR THE OFFICE MAN"

Now is the time to interest him in new appliances and to get him to replace worn out devices and office incidentals. Aggressive work on your part will mean increased sales of Ink Stands, Desk Blotters, Archive and Ottawa board files, box files, typewriter papers, stenographers' note books, copy sheets or letter copying books, writing inks, paste, mucilage, pencils, erasers, pen points (sell him a gross of Crucible No. 1900), sealing wax, calendar pads, office pins, paper fasteners, clips, loose leaf memo books, and various other items included in the office line.

GO AFTER THIS BUSINESS.

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Swansdown Erasers
Paint Boxes
Rulers
Pencils
Technical Setts
Crucible Pens
Exercise Books

Scribblers
Note Books
Students' Fountain Pens.
School Bags
Progress and
Peerless Pads
Text Books

SOCIETY LINES

At Home Cards
Invitation Cards
Tally Cards
Tassels and Pencils
Tally Card Punches

Dance Programmes
Bridge Setts
Lily Bridge Score Pads
Five Hundred Score Pads
Cribbage Boards

Playing Cards—an immense range of the newest designs.

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TORONTO

The Question of Trade Organization

Expressions of Opinion to be Published from Booksellers and Stationers in All Parts of Canada—Shall There be Provincial Associations Affiliated with a National Body?—What About the Net System of Selling Books?

Shall the booksellers and stationers reorganize this year?

That is the question regarding which Bookseller and Stationer will seek to get a thorough expression of opinion. The benefits of organization have been demonstrated in this country and frequent references have been made during the past year in these columns to the remarkable success of similar organizations in the United States and England, pointing out the important trade reforms they have achieved.

The booksellers and stationers of Canada have been organized at different times with indifferent success, but ultimate failure was the logical outcome because the idea did not have the enthusiastic support of the rank and file of dealers throughout the country. The carrying out of a work designed to benefit the trade as a whole devolved upon a small group of men who naturally grew discouraged because of the failure of the majority of the merchants to appreciate what these few workers were doing to forward the general well-being of the Canadian book-selling and stationery trades.

Bookseller and Stationer, in the earnest conviction that there should be a nation-wide organization of these trades, is ready to forward the movement in every way in its power.

Letters are Invited.

Probably the best way to pave the way is to get expressions of opinions from dealers in all provinces, and this may be looked upon as a call to them for letters on this subject to be published in Bookseller and Stationer.

These communications may be comprehensive or simply brief letters bringing out only one or two points. The main consideration is that there should be a generous response.

When appeals of this sort are made, many of the merchants conclude to allow the other fellow to do the work of development; then if the undertaking is a success they will join with more or less of a showing of interest. If the movement does not succeed they say to themselves "I thought so," or "Just as I expected."

That is a suicidal attitude to assume. If a merchant believes that a strong association will help the trade, it is his duty to support it. A belief that his interests would be injured by the existence of a trade association would be the only thing to warrant hostility. Even in that case inactivity would not be justified. Therefore, there are only two courses to be considered—to be enthusiastically for organization or emphatically against it.

Excuses Not Wanted.

Assuming that a man believes that the trade in general will be benefited by organization, he should realize that the success of the movement will depend upon what he and his brother merchants do. If it fails to materialize because of inaction, he, and others like him, will be responsible, and as the trade in general suffers, so will he individually. It is unfortunate, but true, that men will frequently allow inconsequential considerations to stand in the way of larger duties. Thus, when a big question like this comes up, a typical answer from a bookseller and stationer will be a "haven't time," or a "too busy" plea; too busy to help in the work of improving the condition of the trade in which his interests are at stake. No time to forward a scheme that will mean bigger things for the trade and consequently for him. And the work

that keeps him too busy may be ordinary store routine that should be left for employes to do. Many a merchant starves his business by getting into a rut instead of devoting his time and energies to developing trade by planning and putting into effect business-promoting ideas.

There should be a big grist of letters on this subject of trade organization. For every bookseller and stationer it is a matter of self interest.

Questions to Consider.

Among the questions that may be appropriately discussed is that of the form which the organization should take. Shall it be an entirely new body or a resuscitation of the dormant Booksellers' and Stationers' Section of the Retail Merchants' Association, and shall there be a national body with affiliated associations in the different provinces?

The latter system would be similar to that in vogue in the United States in connection with the National Association of Stationers, the parent body having affiliations with associations in different cities, including one in Winnipeg.

Another question that will arise is that of whether membership shall be thrown open to the trade in general or restricted to retailers.

Another important matter that might well be considered in these letters from the trade is that of the net price system in the selling of books. The net system is now in force in both England and the United States, and the retail booksellers have greatly benefited.

Were the net system enforced in Canada, there would be new copyright novels at prices ranging from \$1.15 to \$1.40, in place of the \$1.25 and \$1.50 novels of to-day, which are invariably cut to \$1.10 and \$1.20 respectively in the department stores and by some other booksellers. The net system would mean that the department stores and all other dealers would have to strictly maintain prices. This would take books out of range of the operations of price cutters—a reform that looms large against any arguments that may be brought against the proposal.

A Few Expressions of Opinion.

The president of the last association recently expressed his opinion that it was the duty of the younger men of the trade to take up this big question. He is still strongly in favor of organization, and when approached on the question again a few days ago by Bookseller and Stationer, said: "Undoubtedly it is something devoutly to be wished."

O. G. Smith, of the firm of R. O. Smith & Co., Orillia, said: "If the project could be worked up and carried through with enthusiasm and a good representation of booksellers, much good might be accomplished."

R. R. Colpitts, of Moncton, N.B., favors the idea of an organization for the Maritime Provinces to be affiliated with a national association, believing that the time is ripe for an organization of some sort "for our own protection." He expressed the conviction that there should be united action to meet conditions such as the encroachment of other lines of trade upon the book and stationery business.

"The booksellers of Ontario are losing ground every month they are disorganized," said A. H. Jarvis, of The Bookstore, Ottawa, when approached on this subject. Mr. Jarvis considered that the organization should be

(Continued on page 38.)

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Bookseller and Stationer's New Year's wish to its readers is that ever-increasing prosperity may attend their efforts during nineteen thirteen.

MAKING A GOOD START.

January is a particularly good month for selling office supplies. The beginning of the New Year is when the new leaf is turned over, in both the sentimental and practical sense and in this general leaf-turning propaganda the stationer benefits very largely. It is then that he gets heavy calls for all kinds of office equipment—new sets of books are opened, new systems inaugurated, antiquated and worn-out office requisites are thrown out and replaced. The general attitude of the office men is such that at no other time during the year are they in so receptive a mood for listening to arguments in favor of new or additional equipment or supplies that will save time and enable them to do work to better advantage.

It behooves the stationer, therefore, to be up and doing. Special effort will bring bigger business. A good start will lead to better things throughout the year. Success begets enthusiasm and there's nothing like enthusiasm to oil the wheels of business.

PLAN A COLLECTING SYSTEM.

One of the most gratifying features of the past year's business was the fact that collections were good. No surer proof than this is required that collections generally throughout the country were excellent. Wholesale and supply houses found that their customers paid promptly and cheerfully and there were comparatively few cases where retailers reported difficulty in making collections.

The collection end of the business is undoubtedly one of the most essential. Where business is not conducted on a strictly cash basis, quite a formidable proportion of sales will be made on credit. The success of the business will depend largely then on the ability of the merchant to realize on his outstanding accounts. Collecting, under ordinary circumstances, is not an easy matter. Few men display much readiness in meeting bills and the longer the account runs the harder becomes the settlement thereof. It is necessary then for a dealer to attend to collections promptly if he desires to get the best results. Collecting should never be "put off"; the persons owing accounts will do all the putting off that the business can stand. The successful merchant will never for a day

lose sight of his account books, and will not permit himself to give up any particularly slow pay customers in despair, believing that by persistent and unremitting effort the pocket of the recalcitrant debtor can always be reached in time. Collecting is not a pleasant task, but it is so absolutely necessary that no dealer can afford to shirk it.

Lack of success in making collections is generally due to lack of system. Spurred on by the generally satisfactory condition of affairs during the past year, booksellers and stationers would do well to plan out carefully a collecting system for the new year, and adhere to it rigidly.

BOOK SWINDLERS.

Retail booksellers should use to their own advantage such news paragraphs as the despatch of November 27th, from New York, telling of the charge against James J. Farmer, and eleven other persons of using the mails for fraudulent purposes, it being alleged that by a "rare" book swindle, Farmer made five million dollars. The scheme Farmer and his associates were accused of perpetrating, was that of inducing wealthy book lovers to buy almost valueless volumes at stupendous prices. It is reports such as these that give the local dealer an opening to advertise the advantage of dealing with reliable booksellers and to emphasize the danger of buying from itinerant booksellers or mail order concerns about whom they have no definite information to assure book buyers that they are dealing with reputable and entirely reliable individuals or firms.

PROPER BOOKKEEPING NECESSARY.

Trade conditions in this country are prosperous and business failures are not a frequent occurrence. The retail merchant in Canada is, generally speaking, progressive and business-like in his methods, but there are exceptions. In a large proportion of cases, where failures occur, the cause is found to have been the absence of proper business management and ignorance of bookkeeping. Some traders are so slack in their methods that they are never able to tell where they stand or to determine whether they are earning a profit or paving the way to a certain failure. Consequently, they are not forewarned and are not in a position to remedy matters before a crash becomes inevitable.

Before going into business, a man should assure himself of his ability to properly keep books. Otherwise, he is courting disaster and is liable to involve others in his losses. He may understand the business from the standpoint of salesmanship, but proper management is equally important. A one-sided man cannot expect to successfully operate a business, which is many-sided.

BOOK ORDERING SIMPLIFIED.

The different book publishing houses issue combined lists and order blanks which are gotten up at considerable expense. Naturally, they are designed to help to increase business for the publishers, but the retail booksellers should realize that these convenient order blanks are also a great help to them. They give him in condensed form, lists of the books of the season issued by various publishers, and a most important consideration is that the necessity for writing out the name of each book is thus obviated, which also guards against the possibility of mistakes being made on the part of the person making out the order or the man filling it. In view of these considerations, those dealers who have been in the habit of disregarding these trade helps, will use them in the manner they are designed to be used.

RETAILER MERCHANTS CRITICIZED.

Distributing agencies against whom retailers are prone to nurse a feeling of resentment because they seek business by going direct to the consumer, have another story to relate in dealing with this question—or rather they tell the other side of the story. The gist of it is that their reason for going direct is because they cannot get a sufficient measure of co-operation from the retail merchant. If the retailer would take an agency for a good line, and either himself or through an employe having charge of that branch, get a complete grasp of the proposition, adopting all the system and service with which the manufacturers are prepared to back up the pushing of goods, it would be a better scheme for the manufacturers than for them to assume all this work themselves. If they got concentrated attention on the part of a local specialist who would efficiently take up the selling end for certain territory, the manufacturers would have their goods introduced at less expense and with greater prospects of success and development of sales, because of the additional prestige given by reason of the line being in the hands of a local house. The very best sort of co-operation would then be possible.

There are arrangements of just this sort in effect in different Canadian cities—mostly in the West, and the rapid growth of business pursued in this manner, is ample evidence for proving the success of this system as against that of going direct to the consumer over the retailer's head. The latter policy always has to contend with strenuous criticism and is fraught with danger of ultimate loss of trade, once the retailers awaken to the fact that they can dominate the situation by equipping themselves to deal with any contingency, i.e., they must know as much about any proposition undertaken as does the outside man coming into the territory to sell direct. It may mean the investment of both time and money to acquire such intelligence, but even in that the manufacturers' co-operation may be confidently depended upon.

There is food for thought in this subject, and Bookseller and Stationer earnestly trusts that the booksellers and stationers throughout Canada will devote to it the attention it merits and that this will be one of the influences leading to the re-organization of an association, the existence of which would make it possible for the trade to go far toward ultimately accomplishing the desirable end which has been indicated. The retailers do not seem to realize the power that is theirs. May they in 1913 at least see the light and take such steps as will eventually lead to their coming into their own.

The columns of Bookseller and Stationer are open to the trade for full discussion of this question.

A YEAR OF GREAT GROWTH.

Canada has experienced a year of great growth. Although the past two decades have been marked by remarkable progress and an acceleration of prosperity, which has made, with few exceptions, every year better than the one that went before, the year 1912 has set all past records at naught. The increase over the year before has been more marked and convincing.

Figures give but a bald and colorless conception of what the year's growth has been, but in no other way is it possible to arrive at an accurate estimate.

It is impossible to give a definite statement of the increase in population. Immigration into the West alone, however, will almost certainly run over 300,000. A report just received from the post office department at Ottawa contains the interesting intelligence that during the last

fiscal year there were 437 new post offices opened in Canada—an average of more than one a day. If the march of progress is maintained, a few years will see each one a thriving town. The mythological story of Jason and the dragon's teeth is fairly outdone by the developments in the West. While men may not spring from the soil they come from all corners of the earth in numbers that seem almost incredible.

As an evidence of the growth of trade, we have the fact that imports from the United States have passed the million-dollar-a-day mark. This is practically double the import total of a few years ago, but the growth cannot be attributed to an increase in the strength of American manufacturers on the Canadian market, as one might at first suppose. The output of Canadian manufacturers has shown an even greater increase than American imports. Summing it up, therefore, the only conclusion to be drawn is that the demand in this country has grown out of all proportion to what it was a few years ago.

Under the circumstances, one does not wonder that the past year has been a brisk and prosperous one in the retail trade. There has been plenty of money in circulation and people have shown a tendency to buy freely. The tightness felt in financial circles during the past few months has not yet been reflected in trade. It is doubtful if it will reach the consumer, as the causes are acknowledged to be temporary; and, in the meantime, business is proceeding in thoroughly satisfactory volume.

Turning to the future, the prospects are all that business will continue quite as active as it has been in the past. In gleaning opinions on this score, one meets few who regard the future in even a mildly pessimistic vein. Optimism is the prevailing note.

Getting down to facts, there is no reason why this should not be the case. Crops have been good, the development in the West has been more marked than ever before. Vast structural work has been planned for carrying out this year. No loophole has been felt for hard times to creep in.

There are tangible evidences on every hand of the confidence that manufacturers are placing in the future—new plants in course of erection, extensions, improvements of plant and product. The railroad construction work alone is sufficient to insure the continuation of a brisk tone.

EDITORIAL COMMENTS.

The success of a window display should not be measured by the number of people who stop to look at it, but by the number of sales it develops.

* * *

The flourishing business being done by catalogue houses proves that efficiency does not prevail generally in the retail trade.

* * *

Determine to make every month of 1913 better than the corresponding month last year, and back up determination by systematic work.

* * *

The more a clerk knows about the goods in stock, the more confidence he has in his ability to sell them.

* * *

There is no sound reason why Co-operative Societies should get concessions from the Federal Parliament which other joint stock companies cannot secure. The retail trade has been instrumental in blocking them so far, in their efforts to get special privileges, and it should be ever on the alert to do so again if the occasion arises.



Office Equipment

Some Opportunities

By Findlay I. Weaver.

It is remarkable how some business men will stick to an antiquated office desk, or a filing device that should have been superannuated before the dawn of the twentieth century. Similarly he or his bookkeeper will potter along for months, sometimes years, with an inkwell long due for the scrap-heap, and become a disgrace to a modern business office; or a penholder that has spinal meningitis; or a ruler with one end broken so that in order to rule a line much short of the ruler's original length it must do duty twice; or an originally white piece of blotting paper become black with long use and almost round instead of having square corners. Some conditions that may be considered synonymous with the specific cases that have been stated, exist in almost every office—even in the most progressive of establishments.

All this spells opportunity for the stationer but to turn such openings to good account a considerable amount of tact must be employed and just a bit of cunning will not be amiss. The object to be attained is to bring things around to a consideration of the point at issue in such a manner as to inspire initiative on the part of the office man who has got into a rut. For instance, the loaning of a particularly smooth working fountain pen at a time when a disjointed old holder with corroded and past-redemption nib has done its worst, would be a mighty good preliminary procedure to introduce the idea of making a fountain pen sale. This is only one little instance many more could be cited but they would all illustrate the same point so it will not be necessary to pursue any further, that phase of the subject. Another opportunity that frequently presents itself is an opening to offer a valuable suggestion that will benefit a man even though no direct advantage is thus gained by the man offering it. Such openings come about naturally. Of course it would not do for a man to thrust advice upon a man whom he scarcely knows; but repeated dealings with him will bear fruit and such association generally ripens into friendship. Notwithstanding the bald and oft-repeated assertion that "business is business," friendship does count for much in building up trade. The closer the salesman can get to his customers, or prospective customers, the better are his chances for extending his business, because such business friendships can only come about on the principle of square dealing. Commanding respect and admiration is the very best sort of advertising and the same element of truth should form part of every other mode of advertising employed.

There is an unlimited field for operation along the lines suggested. Think of the many business men who can use what the stationer has to sell. All of them are clinging to something in the stationery line that has really

outlived its usefulness or are handicapping themselves by getting along somehow without certain things they really ought to have. And all of them could be benefited by suggestions not at all connected with the stationery business but which the stationer is in a position to place before them. The dealer who has not been following up this branch of merchandising should adopt it as a plank of his 1913 business building platform. The results cannot fail to more than justify the step.



HOME DEALER HAS THE ADVANTAGE.

Retail stationers should establish a reputation for having all the new things—that is if these new productions are of the creditable kind. In many a town the local dealer feels that he is handicapped by reason of the active competition of the salesmen operating from the larger centres. Representatives of Toronto commercial stationers find the group of live manufacturing centres of Western Ontario, a particularly lucrative stamping ground, but why they should be given preference over the local merchant is a poser. In most cases the prices paid are as high if not higher and it is hard to understand why local interest and friendship for a townsman, should not tend to give the home merchant any preference that is going. If the outside man offered a price advantage, there would be no occasion at all for surprise, but he cannot afford to do that. Traveling and hotel expenses more than offset the home merchant's cost of doing business. Both classes of dealers usually get their wares from the same source. There are of course differences in prices at times and it has frequently been demonstrated that the prices paid the outside man were higher than the very same goods were priced by the local stationer.

Sometimes the local man loses this business because of his lack of enterprise. It is an old notion with some merchants that business should not be sought outside the store—that being considered undignified, some would even put it "unprofessional," but the modern business man who wishes to attain success will have to ignore fossilized notions of that sort. The hustling city salesman makes it a habit to solicit business in Guelph, Berlin, Stratford, and the other live cities and the stationers of those cities should have salesmen doing the same thing. They should carry the fight into Africa by calling at the different offices at regular intervals and demonstrating not only that they want the business but that they are entitled to it not only on the score of the prices they are able to quote, meaning successful competition with all comers, but because civic interest should tend to favor the firm paying local taxes, frequently to the extent of bearing a share of extra assessment occasioned by bonuses and loans to the very manufacturing concerns who have been in the habit of sending stationery and office equipment orders to out of town firms.

There is much scope for effective missionary work to be done along this line by the home dealer. Let him appeal for business in accordance with the plans hinted at here and good results are bound to follow.

Importance of Knowing the Stock

Salespeople Should Know Exactly Where to Put Their Hands on Any Article the Minute It Is Called for—Employ Spare Time by Studying Stock and Improving Arrangement.

If a retail salesman could just place himself in the other fellow's shoes during the course of a sale, he would readily see why a greater number of people don't visit the store in which he is employed, and ask for him to wait on them. Of course, there are exceptions to all rules, and this is not aimed at the really efficient salesman. There are good, live, hustling retail salesmen, salesmen that command a large trade, and can take it with them wherever they may go, but these salesmen do not grow on trees, and those that can command a trade can also command a pretty respectable salary to boot.

Too many retail salesmen are strictly "ne plus ultra," and simply because the average retail salesman works with one eye asleep and the other on the clock; with his hands and not his brains; with a grudge and not a willingness.

There is always ample room, with ample remuneration, for the wide-awake, always-on-the-job retail salesman, and the first step in this direction is to master thoroughly the articles carried in stock.

When a salesman is employed he should spend several days in studying and familiarizing himself with his stock, so that when a customer calls for a certain article he should be able to produce it in a moment, or if that particular article is sold out, or his store does not handle it, he should not have to pull down every box on the shelves to find it out. He should know it the minute it is called for, and in this event, he should know his stock so thoroughly as to be able to quickly suggest another article, put his hands right on it and show it to the customer before he has time to even think of trying another store.

Learn to Save Time.

If a salesman knows his stock properly, it enables him to wait on the trade in the least possible time, thereby avoiding a long, tedious wait to the customer, and at the same time piling up sales to his own credit. It is very trying on the customer to be kept waiting while the clerk "hunts," and then oftentimes finds he has waited in vain.

This applies particularly to men and women in commercial life, who have to do their shopping at odd times, and they "want **what** they want, and **when** they want it." Thousands of dollars are lost annually by retail merchants, simply because their clerks don't know the stock.

There isn't a retail clerk in existence that is kept busy the entire day, and every spare moment he has should be devoted to the study of his stock, keeping it in order and knowing where to put his fingers on any article in his department the minute it is called for.

When he comes in the morning, a careful survey of his stock should be made, the shelves should be well filled, and care should be taken not to allow any article to be sold entirely out before it is re-ordered; that is, of course, if it is a standard article or a good seller. Politeness goes a long way, but it isn't always the "polite" clerk that sells the most goods—it's the clerk that knows his stock, because he can wait on a dozen people while the other clerk is waiting on one.

Retail salesmanship is an art, to be mastered only after long hours of toil with both mind and hands, and the first step must begin with a knowledge of the stock.

"Knowing the stock" doesn't simply mean the ability to say "Yes, we have it," and then get it quickly, or to say "No, we haven't it," and know you haven't, but it also means a knowledge of the goods; the prices, how and by whom made; the rank of each article among similar articles in point of quality; the strong points and the weak points, and the proper occasions and uses for the goods.

To the retail clerk "knowing the stock" is "knowing his business," and that is invariably equivalent to success.



CURRENT NEWS OF STATIONERY TRADE.

Several changes, chiefly promotions, have been made in the selling force of the Copp, Clark Co., as the outcome of the firm's decision to have men cover the different territories devoting their attention to books exclusively, leaving the other road men free to concentrate wholly upon the stationery lines. F. G. Thompson, who formerly covered the northern section of Western Ontario, will carry books exclusively, having as his field the whole of Ontario. With the stationery lines, the Ontario districts will continue in the hands of Messrs. Swift, Walker and Tanner, with Percy Nott taking the ground formerly in charge of Mr. Thompson. Arnold Warriek succeeds to Mr. Nott's post on the house staff. In the West, George Dring, formerly with McFarlane, Son & Hodgson, succeeds R. J. Plaskett, who begins in business for himself in the manufacturing field in Montreal. The other stationery traveler on the Western ground is J. Graham, while George Smithers will handle the book lines exclusively. In Quebec and the Maritime Provinces, C. Rogers will be the book salesman, Robt. Reid and Walter Begg continuing to cover their ground as at present, selling stationery.

The traveling salesmen of the Copp, Clark Co. joined in getting out handsome Christmas greeting cards, which were sent to all of their customers. The editor of Book-seller and Stationer was among those favored, and joins with the rest of the trade in expressing appreciation of the holiday spirit shown by the Copp, Clark men and in complimenting them upon the artistic beauty of the greeting card selected.

H. Dworkin, stationer, was among the men chosen to stand as aldermanic candidates in Ward 3, Toronto, by the Political Action Committee, representing the Independent Labor Party, the Social Democratic Party and Trades Council.

The Finch Stationery Co., Limited, is a new concern which has just opened on First Street, Calgary, Alta. The manager is Thomas S. Fraser, late of Linton Bros., of Calgary, and of the Winnipeg wholesale firm of Clark Bros. A full stock of stationery, office supplies, Victor gramophones and fancy goods will be carried. The officers of the new company are: H. J. Finch, president; T. S. Fraser, manager, and Thomas Marston, secretary.

Fire did about \$900 damage in the plant of the Canadian Fine Arts Company, at 74 Bay Street, Toronto, early in the morning of December 5th.

The death occurred at Kingston on Dec. 9th of Francis Nisbet, who had retired from the book and stationery business six years ago. He was a native of Toronto, and went to Kingston twenty-five years ago.

Ling's Fair is the name of a new store recently opened at Prescott, Ont., to deal in fancy goods, toys, novelties, china and similar lines.

Among the December buyers seen in the Toronto wholesale houses were: M. J. Gaskell, Vancouver; J. L. Livingstone, Listowel, C. F. McNeil, Glace Bay, C.B.; A. C. Thorburn, Niagara Falls; Mrs. D. W. Bixby, St. Catharines; Miss Congalton, of Cook & Co., Orillia.

Methods of Progressive Retailers

What Some of Canada's Prominent Booksellers and Stationers are Doing to Promote Business—Suggestions From Advertisements.

CIRCULATING LIBRARY.

Here is a newspaper "reading notice" advertisement of a bookseller at Battleford, Saskatchewan:

J. G. Prince & Son have added one hundred new books to their circulating library, which now includes a large number of the most up-to-date novels. The payment of \$1.00 entitles to membership.

Bargain Tables.

The Colonial Bookstore, of Goderich, before putting out the full stock of Christmas goods filled three tables with goods at reduced prices advertising "Special Inducements for Friday and Saturday," as follows:

TABLE NO. 1

Crowded with Books, many of which are published 50c, also pretty Cups and Saucers, Bon Bons, Brass Ash Trays and many other articles. Choice Friday and Saturday25c

TABLE NO. 2

Filled with similar lines. Special35c

TABLE NO. 3

On this table you will find many different lines marked at greatly reduced prices, boxed Note Paper, Elite Limoges, Brass Goods, Books, etc. Choice50c

A splendid opportunity to purchase Christmas Gifts for very little money.

Rice's Popular Bookstore featured fancy goods, toys, fancy Nippon China, and games, in addition to books in Christmas advertising.

The reprint copyrights of two important houses were featured in an effective advertisement by Robert Wright & Co., of Brockville. Prominence is given to "The Trail of the Lonesome Pine" and the feature line of the ad. is "Read the Book, See the Play." This firm sells the copyright reprints at 50c. a volume.

Petrolia Bookseller's Good Showing.

One hundred copies of an annual volume selling at a dollar is the record made by J. H. Lowery, of Petrolia, in advance sales, more than doubling any previous showing he has made. This demonstrates what can be done by aggressively pushing the sales of any article of merit. For instance, similar action with a new novel by a noted author; a time-saving office device, or a fountain pen will have like results. Single out something every day, every week or every month, for special effort of this sort and the increased receipts at the end of the month due to this systematic and intensive merchandising will open your eyes! Newspaper advertising, the show window, window cards, price cards, counter displays, circulars and personal introduction should all be brought into play to add force to any campaign of this sort. Plan ahead for this sort of mercantiling for 1913. The results will more than justify the action.

Quality and Profit.

To sell quality goods that produce the best profits ought to be the aim of every dealer because by doing so he is not only selling satisfaction but he is making the most out of his business.

A dealer tells of the following instance showing how he is able to do this:—

His opposition across the street had cut the price of a brand of notepaper well advertised to the consumer. It usually sold at 15 cents per quire. The dealer in question advertised a still greater reduction but placed this paper behind the counter and talked up another brand equal, in his opinion, if not superior in quality to the one that was being cut.

Good Ideas From Montreal

A live piece of Christmas advertising comes from the Outremont Book Shop of Montreal, in the shape of a list of Christmas suggestions. It was sent out at the beginning of the holiday trade season, and by reason of the quality of the stock used and the neatness of the printing could not have failed to create a most favorable impression. The list was printed on a sheet of linen note paper mailed in an envelope to match. Here is the wording printed on the envelope:

"Christmas Suggestions"

at

The Outremont Book Shop,
1017 Laurier Ave., W.

The folder itself started with this heading: "Can we help you solve your Christmas Giving Problems," followed by an introduction.

The second page contained "An Appreciation," worded as follows:

We have completed our first year's business and wish to thank our customers for helping us to make it the success it has been.

You have found our store more convenient than the down-town shops, and we have endeavored to merit your patronage.

The knowledge of your requirements gained during last year will enable us to serve you better this year.

We wish you a Merry Christmas and a Happy New Year.

OUTREMONT BOOK SHOP

Then came the suggestions with special mention of Christmas and New Year cards, private greeting cards, calendars, Christmas stationery, gift books, children's annuals, picture books, games, toys, brass ink stands, fancy china, cut glass, pictures, stickers, tags, labels, periodicals and papers. One footnote was "This circular is printed on Woronoco Damask Linen, kept in stock by us," and another, "Picture Framing Promptly and Artistically Done."

Effective Illumination.

To utilize every available space, consistent with an attractive display of goods, is a problem with which the firm of J. C. Jaimet & Co., of Berlin, Ont., are coping. The firm has succeeded in brightening up the obscure portion of their counter tables by a system of electrical illumination similar to that of show cases. Three counter tables, 9 by 2 feet, with lower shelves are used. Underneath the top of each table, two 25-watt Tungsten lamps are attached. The top serves as a reflector, shedding the light on the arrangement of goods on the shelf below.

"I conceived this idea through show case illumination and find that it attracts the attention of customers," said Mr. Jaimet.

The space on the lower shelves is devoted to games and other Christmas novelties.



Post Cards & Art Novelties

Season Cards, Folders, Letters and Greetings
For all Occasions

To Double Sales in 1913

That is a Good Mark to Set for the Post Card and Art Novelty Department—Some Timely Suggestions.

Begin the New Year in the post card and art novelty department by setting about to provide for doubling your 1912 business. That may sound like a big order, but that possibility is a reasonable hypothesis in considering the average merchant handling these lines. There are, of course, some dealers who handle these goods exclusively or have been making them the subject of specialization. In the case of such stores a more conservative attitude must be taken, but the average bookseller and stationer has by no means developed this branch to anything near its capabilities. Let these men concentrate upon this department during the coming year, and doubling their 1912 sales will not prove so remarkable an undertaking after all.

By better selection of subjects, more attention to display and increased effort in every particular, directing special effort toward marking out your store as the spot where people may always depend upon seeing the best and the newest in post cards and other popular art productions, there will soon be evidenced new life and increased patronage that will result not only in piling up receipts in this particular department, but will have a most beneficial effect upon your business in general. Start an aggressive campaign in January. Go into it with a will and the enthusiasm that you will engender in yourself will spread to your staff, and gain such force that the good work will, apparently without effort, continue throughout the year.

CANADA'S GOOD RECORD.

Kingston is the latest city to offend in the displaying of objectionable post cards in shop windows. A newspaper despatch stated, however, that the merchants had complied with the request to discontinue showing cards of doubtful moral tone. The very fact that complaints of this sort are few in number indicates that Canada is almost free from this evil—and it speaks volumes for the high standing of the post card trade in this country. During the past year instances of this sort were reported from less than half a dozen towns and cities. That is a record to be proud of. The trade in Canada gains prestige by healthy conditions of this sort. It shows that

the merchants do not have to resort to questionable methods in order to carry on a profitable business. The dealers should see to it that a high standard is always maintained in this respect. A store of that sort gets a reputation for protecting its patrons against possible insidious evils of this nature, which is particularly important in stores where children are frequent purchasers.

STYLES IN POST CARDS.

Card styles change the same as any other fashion, and the publishers are kept busy getting out new things. Just now steel die cards, with and without envelopes, are in demand. Those in envelopes are printed on wedding



New Valentine Cards Shown by Mussons

cardboard, gilt edges, in green and gold, with appropriate sentiments for Christmas, birthdays and weddings. They are intended to retail at 5 cents, but are not for 10-cent store use, as the quality of the goods is above that which ordinarily appeals to the 10-cent store. Steel die cards are for people who would rather pay 5 cents and get something real nice rather than go to a 10-cent store and get ten cards for their nickel, none of which bear a sentiment worthy of the name and few of which the customer would care to use. Mere quantity does not appeal as when the post card industry was younger.

Hand colored bromide cards are also taking well. They are made to retail at five cents. These cards are attractive and quality is high. That's why they sell. The designs are general in nature and are much superior to the comics. They appeal strongly to people who are not interested in local views and who are repelled by the cheap comedy of the ten-for-five-cents variety. These cards are imported, and if made in this country they would retail, it is said, for twenty-five cents each.

In planning your advertising see that you get the full benefit of every general move you make. Newspaper advertising, circulars and other publicity should co-operate with window displays.

GOOD ADVERTISING



Wasted Opportunities

Booksellers as a Rule Fail to Seize Chances for Telling Appeals During Holiday Season—Some Notable Exceptions—Examples of Effective Publicity.

Among wasted advertising opportunities, the chances for telling appeals which have been lost by booksellers and stationers during the holiday season just closed loom larger than any others that can be readily called to mind. What stores are there that can compare with the typical Canadian bookstore in the force of its call to the average man, woman or child at Christmas time?

Artistic, beautiful, useful, are only a few of the adjectives that apply to the infinite variety of merchandise constituting the stock of holiday goods in these stores, and in every particular line there is almost unlimited choice, including a range of prices to meet any possible requirement.

Dozens of different classes of goods, any one of which would be sufficient to warrant an aggressive advertising campaign, by reason of their strong appeal at holiday time, almost shout to the dealer for recognition in this way. Yet there are booksellers and stationers—many of them in Canada—who completely ignore this phase of Christmas merchandizing.

Think of the thousands of sales they have lost in consequence—of the enormous receipts and the immense increase there would have been in the profit column on the season's operations!

It is high time for the rank and file of booksellers and stationers to awaken to the unrivalled possibilities which are theirs for enormously increasing their annual turnover by efficient publicity.

A Hopeful Outlook.

A hopeful outlook is the continually increasing representation of booksellers and stationers among the liberal users of newspaper space and other judicious publicity schemes for cultivating sales.

Some Examples.

An advertisement effectively illustrating the point brought out in the foregoing as to the wealth of variety in the merchandise carried in bookstores, is the advertisement of R. E. Berry's Book and Drug Store, of Vernon, B.C., reproduced in this issue. This was set to occupy a five-column space nine inches deep.

While this advertisement is above the average in point of arrangement and display typographically, it could have been improved, giving a better balance, by having a top line filling the entire width of the advertisement, squaring off the lines immediately following and centering the headings of the different paragraphs forming the body of the advertisement.

Alive in Calgary.

In a recent issue of the Calgary Herald there was a two-page spread made up of advertisements of different

lines of trade, and it was satisfactory to note that the greatest representation was that of the book, stationery and kindred trades. F. E. Osborne featured toys, dolls, books and stationery; Wilson's Bookstore, with two stores, drew special attention to Christmas cards, calendars and souvenir goods; Linton's announced the opening of the toy department, the entire second floor being devoted to that important branch of the business; The Finch Stationery Co. announced the opening of their new store in the Lougheed Building, and invited inspection of Christmas goods, books and stationery; Young & Kennedy devoted their large space entirely to Columbia and Edison talking machines and records; Duffin & Co. featured cameras and supplies, and McLeod & Co., under the catchline "The Store That Aids Economy," drew special attention to ladies' handbags.

The Herald is to be complimented upon this bright special feature. Besides the ads., there was an extensive and well-written article describing the various lines of suitable Christmas merchandise, and here again it was a source of satisfaction to note that the trades with which Bookseller and Stationer is identified got first attention. This is as it should be, because the stores of the dealers in books, stationery and fancy goods are entitled more than any other to be classed as Christmas stores during the holiday season.

The Gaskell Stationery Co., of Vancouver, got out an especially creditable holiday trade appeal in the shape of a 32-page catalogue devoted chiefly to holiday books. It was a creditable output in every respect, and served to emphasize most effectively the premier position held by books as ideal Christmas gifts.

Charles L. Nelles, of Guelph, issued an attractive folder, which opened with an appropriate book talk. This was followed up by paragraphs devoted to different classes of books, fountain pens, leather goods, calendars, Christmas cards and stationery.

Robert Wright & Co., of Brockville, are among the best book advertisers in the country, and the excellence of the ad. writing is ably backed up by unusually good typography. One of this firm's recent ads. occupied a five-column space twelve inches deep, featuring fifty cent fiction and 25c gift books for boys.

Riley & McCormick, of Calgary, on Dec. 4th, had a full page advertisement in The Herald, devoted to leather goods, with special attention to Indian novelties. This should serve to impress upon the trade the importance of featuring leather goods.

Almost every book and stationery store in the land includes leather goods in the merchandise they carry, but only a small proportion of them get the results they should obtain from this department.

Gave Away Dolls.

As a means of introducing Christmas stock to the people of Saskatoon, C. H. Wilson advertised in the newspapers on Friday, November 15, that on the following day, Saturday, the pick of the doll family displayed in the window would be given with every two-dollar purchase.

Among the dealers who featured copyright reprints in recent advertisements was Alex. Stewart, of Fort William, whose ad. showed a cut of "The Girl of the Limberlost" followed by this line in bold type: "Only 59c., you say?" Then a good line of talk is given about the big list of titles and the quality of the volumes.

"Initial Correspondence Cards" were featured in a recent newspaper advertisement of Mallagh's Bookshop, London, Ont. The ad. includes an illustration showing a box with cards and envelopes extended and the following paragraphs:—

"These cards have a striking individuality which cannot possibly be imitated in ordinary stationery, and all users of them can be assured of using something distinctly high-class.

"We have our own embossing plant, and every detail

the buyer's conditions and environments. Give as much time and thought to the preparation of your advertising copy as you do to the manufacture of your goods, and the installation of your equipment; handle it in as systematic a manner as you handle your highest-salaried employes, and your advertisements will prove a dividend-paying investment bringing in dollars for every penny spent.



TRUTHFUL ADVERTISING.

A good advertisement is a truthful advertisement. It is only by truthfulness in its advertising that any concern can attain permanent success. It is only by expert knowledge of the truthfulness of any advertiser's announcements that the public will give him their constant patronage.

R. E. BERRY'S CHRISTMAS SUGGESTIONS

The Right Gifts are to be found at Berry's Book & Drug Store. Give that which is Pretty, Useful, Appropriate and Appreciated. No trouble to select them.

Gifts for Wife, Mother, Sister or Sweetheart

Our gentlemen customers appreciate our help when it comes to selecting dainty presents. Look over these suggestions:—

Beautiful Manicure Sets, Embroidery Scissors, Mirrors, Perfumes, Hand Bags, Desk Sets, Writing Sets, Rose Bowls, Vases, Candlesticks, Clocks, Bonbon Dishes, Flower Pots, Inkstands, Trays, Dinner Gongs, Five O'clock Tea Sets, Sugar and Cream Sets, Copper Kettles, Card Receivers, Scissor Cases, Articles of Silver, Parisian Ivory, Heraldic Bronze, Antique and Brushed Brass, in fact such a host of good things they have only to be seen to be appreciated.

We cannot go into details and illustrate our vast assortment of Xmas Gift Goods here, but we can assure you that we are better prepared and have better facilities for serving you than ever before.

A BOOK—Is Always Acceptable

If you are in doubt as to just what to give, by all means give a good book. Our Book Department abounds with books of all kinds. Many De Luxe volumes and still others in regular binding with gilt edge. All the latest copyright books, also books in sets. Bibles, testaments, story books for boys and girls, books of travel, adventure and history.

Gifts for Girls

We suggest Dainty Toilet Sets, Picture Books, De Luxe Books, in fact anything in the book line: Manicure Sets, Dolls, Doll Furnishings, Doll Shoes, Doll Beds, Doll Buggies, Teddy Bears, Brush and Comb Sets, Work Boxes, Sewing Sets, Work Baskets, Candy, and Rocking Horses

Remember the Boys

and make their Xmas happy. There will be no excuse if you select the present that he wants, and what boy does not want one of these:—

Mechanical and Friction Toys, Trains, Automobiles, Fire Engines, Steamboats, Banks, Rocking Horses, Post Card Albums, Fountain Pens, Tools, Tool Sets, Games, Kodaks.

Gifts for Men

Something that will remind him of your love, esteem and thoughtfulness. No trouble to select a gift for him among these:—

Military Hair Brushes, Travelling Sets, Razors, Shaving Sets, Shaving Mirrors, Inkstands, Pipes, Pipe Racks, Cigars, Tobacco Jars, Cigar and Cigarette Holders in Amber and Meerschaum, Cigar and Cigarette Humidors, Paper Knives, Portfolios, Seals, Ash Trays, Desk Clocks, Fountain Pens, Smoking Stands, Tie Racks, Collar and Cuff Boxes, Wallets, Bill Books, and Travelling Bags.

Christmas Cards and Calendars

There is no limit to our assortment of these and they are going like hot cakes—actually walking out the door.

Shop Early

We would like to impress upon you the necessity of shopping early and thus avoid the Rush and Bustle at the end, when your time and ours is taxed to the limit.

R. E. BERRY'S BOOK & DRUG STORE

KODAKS

CHOCOLATES

THERMOS BOTTLES

CUT GLASS

Effective Holiday Announcement of a Western Dealer.

of this work is executed with great care. The new style and shape of the initial is a feature which lends special character to the card, and as a dainty gift nothing could be more acceptable for a lady. 50 and 75 cents the box, according to style of initial."



SHOULD EDUCATE THE BUYER.

The buyer does not always know what he wants, therefore your advertisement must tell him—must educate him. He wants to be told and is often willing to pay a premium to procure the right goods and to get the proper information about the goods he buys. Let your advertisements suggest to him the proper course to follow in the selection and purchase of his goods.

In other words, study your customer's wants, study

When customers are morally certain that every printed word of a merchant that they read is absolutely dependable, the merchant and the customers both derive the greatest benefit from the merchant's truthful advertising.

Whether an advertiser uses only a few inches of space to announce one special offering, or many inches to announce many special offerings, the criterion that the public judge by is their past experience.

All the advertising in the world is not strong enough to rid the public mind of the memory of one unsatisfactory dealing with the advertiser.

Consequently, it pays the public to give every advertisement of every truthful advertiser their studied attention. Advertisements of this sort are as deserving of notice as the most important editorial announcements in a newspaper.



Athletic Goods, Leather Goods Fancy Goods and Toys

Picture and Picture Framing

Some Practical Hints as to the Mode of Conducting This Important Department in the Book and Stationery Store.

Picture and picture framing departments have been developed to an important extent in many book and stationery stores and the success which others have had should be sufficient to convince those dealers who have not taken this step, that it would be a profitable venture. Some merchants may be handicapped by limited capital or by lack of space in their stores. Such a dealer would find it advantageous to make arrangements with a firm already established. In fact local conditions must always be fully taken into consideration. Some towns are served much better than others in this respect and sometimes it will be found more advisable to conclude a working arrangement with some other concern than to enter the field independently. Samples of frames could be carried and the orders forwarded to the picture framer. Inasmuch as this would entail the carrying of no stock and considering the probability of being able to obtain a liberal commission, this would be a good stroke of business. There is no reason why a good showing of pictures should not be made in every book and stationery store. The lack of space excuse does not apply because folding panels are easily obtainable by means of which a large stock can be accommodated in a very small space. If the merchant feels that he cannot afford one of these fixtures, he can, by exercising a little ingenuity, construct one that will suffice until such time as the better type can be purchased.

Charge Fair Prices.

To make money in the picture business it is necessary to ask a fair price. In framing, make it a point to do the best work possible, using the best quality of mouldings, glass and other materials. Then, if the work is the best, good prices may be asked.

There are many dealers who have no conception of the large loss in making up frames. Ordinarily the cost of the different materials which enter into the make-up of the frames is taken and that, with the labor, is considered the cost, but little thought is given to the excessive waste—waste in moulding, backing, glass by breakage, shop expenses, rent and heat, gas, etc. This is all a question of percentage and must be figured out and applied in proper ratio to each article made, before a profit can be figured. Many a man would be surprised if he could have placed before him at the end of six months, say, the actual loss from the items mentioned.

Some Framing Hints.

The way pictures are framed has a very great deal to do with the effect. Period pictures should have period

frames—that is, the frame and picture should be of the same period. When a picture is not a period picture, its color, size and action must be studied and the frame chosen with reference to these.

Pictures showing large objects, vivid colors, lively action, require wide, deep frames. Quiet pictures take inconspicuous frames. Many an oil painting that has an elaborate gilt frame shouting around it would look better in a frame of wood stained to a color that harmonizes with the tones of the picture.

Every picture has its special color, like every woman. There are people who look stunning in blue, but will look positively hideous in red. Others appear to best advantage in browns. In the same way picture frames must harmonize with the pictures they enclose or the picture appears to bad advantage. Just as one complexion of an individual dictates the color of the clothes that the individual shall wear, so the color of the picture indicates the tone of the frame that it needs. Harmony may be secured by making the tone of the frame fit the darkest general mass in the picture. This does not necessarily mean the darkest tone, but the darkest tone that is general. The color of the frame should be more neutral than the picture mass.

The wall, or the wall covering rather, is what kills the picture in many houses. People who will have intensely figured wall coverings, should keep their pictures in portfolios. The wall should be the unassertive background—nothing more

SELLING LEATHER GOODS.

While bill folds, card cases, ticket holders, wallets, cigar and cigarette cases and similar leather goods productions for men are always strongest at holiday time, they are staple articles and should be featured throughout the year.

Occasional window and counter displays with effective personal work on the part of the salesmen will result in materially increasing sales of these lines throughout the year.

Leather traveling cases which spread out flat when unfastened are being bought for motoring as well as for train and steamer journeys. A case of this style contains all the necessary fittings, made in ivory or imitation ivory, each piece being held securely in its own special place. When ready to be tucked into the traveling bag the case can be folded up like an envelope besides fastening together with metal snaps and the top folding over with a single fastener. The outside of the case is made of leather and the inside of a serviceable material in some dark color, such as maroon, green or blue. There is a leather handle at the top and when folded the case resembles a large purse. Initials or a monogram in brass or gold are sometimes placed at the point of the flap.

If you want to have things coming your way go after them.

When you have recommended goods more highly than they will stand, you have sprouted a dissatisfied customer.



Books



List of the Best Selling Books

Checked Up from Returns Submitted by Representative Booksellers—Reports of Publishers' Best Sellers.

Canadian Summary.

Corporal Cameron (Ralph Connor)	64
Rhymes of a Rolling Stone (Robert W. Service)....	39
The Lone Patrol (H. A. Cody)	36
The Net (Rex Beach)	26
Sunshine Sketches of a Little Town (Stephen Leacock)	22
The Lady Married (Frances Little)	20

Best Sellers in the United States.

(As compiled for Baker and Taylor's Bulletin.)

1. The Lady and Sada San. By Frances Little.
2. Their Yesterdays. By Harold Bell Wright.
3. The Net. By Rex Beach.
4. A Cry in the Wilderness. By Mary E. Waller.
5. The Upas Tree. By Florence Barclay.
6. A Romance of Billy Goat Hill. By Alice Hegan Rice.
7. Cease Firing. By Mary Johnston.
8. The Hollow of Her Hand. By George Barr McCutcheon.
9. Corporal Cameron. By Ralph Connor.
10. The Unknown Quantity. By Henry Van Dyke.

Publishers' Best Sellers.

Bell and Cockburn:—

1. Sunshine Sketches of a Little Town.
2. Smoke Bellew.
3. Pickanoeck.

William Briggs:—

1. The Rhymes of a Rolling Stone.
2. The Black Creek Stopping House.
3. The Romance of Billy Goat Hill.

Cassell & Co.:—

1. Four Gates.
2. The Man at Lone Lake.
3. The Adventures of Napoleon Prince.

The Copp, Clark Co.:—

1. The Unknown Quantity.
2. Daddy Long Legs.
3. The Way of an Eagle.

Henry Frowde:—

1. The Master of the Oaks.
2. Between Two Thieves.
3. Pujol.

McClelland and Goodchild:—

1. A Cry in the Wilderness.
2. Martha-by-the-Day.
3. The Mountain Girl.

McLeod and Allen:—

1. Their Yesterdays.
2. Sanctuary.
3. Marriage.

Macmillan Book Company:

- The Rich Mrs. Burgoyne.
- My Lady's Garter.
- The Heroine in Bronze.

Musson Book Co.:—

1. The Lost World.
2. The Net.
3. The Lady Married.



STRAIGHT TALKS TO BOOKSELLERS.

The big book month—December—is past, but there are such vast possibilities in bookselling that a really progressive dealer, if he will set out with strong determination and use proper methods, can eventually build up a business that will make each month of the year yield results as great as did the one month just closed. Much can be accomplished by keeping an easily accessible list of customers and prospective customers by the use of a card index system. On these cards should be recorded such information as books they have purchased; a man's business interests, and social interests, and his hobbies. The cards should then be indexed under different headings so that upon the appearance of a new book it will be easy to make up a list of the people to whom the book will be likely to specially appeal. That is only one little suggestion of many schemes that can be worked out to increase business. The man who will carry out a propaganda of this sort can be truly classed as a bookseller, but there are some merchants who do not deserve the name—their establishments coming more properly under the heading of "Book depositories;" if a book hunter happens along, the alleged bookseller will obligingly wrap up the volume chosen and accept payment for it. This description may be considered extreme but when you hear a merchant giving vent to the opinion that there is nothing in the book business, and croaking about the inroads of the department stores, you can depend upon it that he is not a real bookseller—to him intensive merchandising at least as far as books are concerned, is an unknown quantity.

There is not one book merchant in Canada to-day who cannot materially increase his business by adopting methods such as the indexing scheme described, or by adopting other aggressive measures that will suggest themselves if he will but devote time and serious thought toward developing them.



Present Copyright Status in Canada

Concise Statement Setting Forth Several Important Points—Conditions are Governed by Imperial Acts of 1842 and 1886.

The following concise statement concerning the present status of Canadian copyright was obtained by F. A. Stokes & Co. Through their courtesy it appeared in The Publishers' Weekly:

"The law of copyright in Canada is confusing and complex, especially with regard to the rights of United

States authors, and it has not been simplified by the British Copyright Act, 1911. However, we feel no doubt as to the following points, namely:—

(1) That the Copyright Act 1842 and the International Copyright Act 1886 are operative in the self governing dominions which have not repealed them or adopted the new act.

(2) That these earlier enactments confer copyright throughout the British empire.

(3) That the Copyright Act 1911 was intended to enlarge the rights of British authors, not to restrict them, and as it is not operative in the self governing dominions the rights of British authors in these dominions are dependent upon the earlier acts, otherwise authors publishing in Great Britain would be without copyright protection in the self governing dominions.

(4) That United States authors can acquire copyright protection in all parts of the Empire in the same manner and to the same extent as British authors.

The governing acts in Canada as to the conditions for obtaining copyright are the Imperial Acts of 1842 and 1886. The Canadian Act is but ancillary thereto, and the United States author first publishing in England or Canada can prevent infringement of his copyright in the latter country without the necessity for printing there. He cannot take advantage of the Canadian Act at all unless he has first published (i.e., issued copies to the public) in some part of the Empire, thus acquiring copyright under the governing Imperial Act, and if he wishes to register his copyright in Canada under the local act it is merely to be able to prohibit the importation into Canada of editions lawfully printed elsewhere, as no other benefit accrues to him.

Those interested might refer to the case of Life Publishing Company vs. Rose Publishing Company, reported in Vol. 12, Ontario Law Reports (1906) at page 386, in which case an injunction was obtained and an appeal sustained, restraining the defendants, Toronto publishers, from the plaintiff's copyright in certain Gibson drawings published in Life. Life is not printed in Canada, but is first published there contemporaneously with publication in the United States."



News Notes in the Book Trade

Interesting Paragraphs Concerning Men and Books—Gossip About Authors and Publishers.

Miss E. M. Dell, author of "The Way of an Eagle," has written a new novel to be called "The Knave of Diamonds," which will be published by The Copp, Clark Co. in January. "The Way of an Eagle," which was issued last February continues in demand, and the publishers say the sales are increasing rather than diminishing. Another of the older books in strong demand again this fall is "The Secret Garden," published a year ago.

A book at \$100 net is among the season's publications of John Lane, represented in Canada by Bell & Cockburn. It is "Miniatures: A Series of Reproductions of Distinguished Personages." The edition is limited to one hundred copies for sale and twenty-five for presentation, review and the museums. The reproductions are in color and photogravure from paintings by Charles Turrell.

"Mission Furniture and How to Make It," is the title of a series of books published at Chicago, by Popular Mechanics Book Department. The books retail at fifty cents each and the claim made by the publishers that by means of these books, furniture can be made at a saving of two-thirds, should prove an effective sales help.

Roald Amundsen's account of the Norwegian Antarctic expedition in the Fram is being published by Bell & Cockburn. The work is in two volumes containing numerous maps and illustrations. The work is published at \$12. Other new books published by this house include: "Austria: The People and Their Homelands;" "The Old Gardens of Italy: How to Visit Them;" "In Portugal;" "Undiscovered Russia;" "The Magic of Spain," and "The Journal of a Sporting Nomad."

Initiative consists of doing on the spot without being told and without complaining what the other fellow never thought of doing—and didn't do when he was told.—System.

Canadian booksellers will be interested to learn that the first printing of Ralph Connor's "Corporal Cameron" in the United States is in excess of one hundred thousand copies.

"A Woman in Canada" is the name of a book by Mrs. George Cran just issued by Mr. Ham-Smith, the London publisher.

L. V. Kelly, formerly connected with the Calgary Albertan, now a special writer, has been selected to write the story of the live stock industry in Alberta and Western Canada for the Canadian Live Stock Histories, organized at Calgary, to put the work into permanent form. The book will be illustrated with reproductions of some of Charles Russell's Western pictures.

The newest German peril volume is Homer Lea's "The Day of the Saxon," and a despatch from Berlin, Germany, states that an edition for German consumption is being brought out by the semi-official German printing house of Mittler & Son, under the title of "The British Empire's Fateful Hour." The theory that the British Empire is destined to crumble and that Germany will be its heir is a popular one with the Germans.

"Every Reader a Hero," is the feature of St. Clair Harnett's "Rusted Hinges," in which the reader is made to feel that he is the hero of the tale. The author describes himself as "a hopeless optimist," and cries: "Enough of the dissecting table and Magdalen homes, come out and see the sun."

The appearance of the 39th annual edition of Peloubet's Select Notes, and the fact that the total sales of this commentary on the "International Sunday School" lessons have reached over two million copies, with an ever widening constituency, should be sufficient impetus for the bookseller to endeavor to get his proper share of this business. Lack of enterprise on the local dealer's part accounts for many orders going over his head to booksellers in other centres. Thus sales to fill an existing demand are missed as well as the opening for increasing that demand.

Methuen & Co., have issued two five shilling volumes containing "The Letters of Charles and Mary Lamb," edited by E. V. Lucas.

Alfred Noyes, the English poet, is to come to America on a lecture tour, early next February. He will both read his own poems and speak on a topic which is of vital interest to him—the fraternal relations between America and Great Britain, from the standpoint of the poet.

Macmillan's have published "A Book of Winter Sports," which is described as "an attempt to catch the spirit of the keen joys of the winter season." Under such heads as Snow-Shoe Sport, Ski-running, Jumping, Tobogganing, Sleighing, Ice Yachting, Curling, Skating, Ice-hockey, and other ice and snow sports are collected articles which taken together comprise an interesting survey of the outdoor games and sports of the winter season.

Frederick J. Drake, of F. J. Drake & Co., who died in October, was from 1890 to 1900, buyer of books for Montgomery Ward & Co., but in the latter year he started out for himself as a publisher in a modest way by hiring the plates of several popular handbooks from Henneberry & Co., of Chicago. From this small beginning he pushed his specialty of books for self-education or home study, until his list of popular mechanical, engineering and electrical works has become one of the largest in the United States.

A. & C. Black, publishers of the English Who's Who, are publishing "Books That Count," a dictionary of standard books—a sort of Who's Who of Books—on popular lines in which the requirements of the general reader are strictly kept in view. References to the erudite work appealing exclusively to the scholar and the specialist are not included, but only standard books that are popular in aim and outlook and that are moderate in price.

A new edition of Elwell's Auction Bridge published by Copp, Clarke Co., includes the new count called "Lilies" in the United States and "Royal Spades" in England.

A new publishing house has been established in Chicago by F. G. Browne, for many years a director of A. C. McClurg & Company, of Chicago. Mr. Browne will have associated with him Frank L. Howell, who has for years been traveling book salesman for McClurg's. The firm name will be F. G. Browne & Company, with offices at 1575 Transportation Building, Chicago, and it is the plan to issue a general line of books, specializing on popular fiction. The first book bearing the imprint of the new firm will be published in January, and will be called "The Lapse of Enoch Wentworth," by Isabel Gordon Curtis, author of "The Woman from Wolverton."

Grant Richards, the English publisher, and author of "Caviare," was among the recent trade visitors to Toronto.

"Twice Around the World," by Edgar Allen Forbes, among Henry Frowde's new offerings is a book making a double appeal in that besides being a practical guide book for prospective "globe trotters," it is equally interesting to "stay-at-homes," being written in a racy style rich in human interest.

The publishers announce that the demand for E. Pauline Johnston's "Flint and Feather" was so great that a second edition had to be issued to cope with the holiday demand.

The loss occasioned by the wreck of "S.S. Royal George" in the St. Lawrence River, included the destruction of about half of the first edition of "The Lady Married," of Musson's most popular sellers and lack of time precluded the possibility of filling orders for Christmas trade.

A. J. Jones, M.A., B.Sc., Ph.D., author of "Euchen: A Philosophy of Life," included in "The People's Books," of which Bell & Cockburn are the Canadian publishers, is to visit the United States and Canada shortly to deliver a series of lectures.

Sales for the season approximating six thousand copies is the record reported by the publishers of Stephen Leacock's "Sunshine Sketches of a Little Town."

In the spring Bell & Cockburn will publish Locke's new novel, "Stella Maris."

In three books recently issued by W. J. Ham-Smith, the London publisher, Canada figures conspicuously. One is "A Conversational Tour in America," by E. H. Lacon Watson. He concerns himself more with persons he met than with places he visited, but in the three months spent over here covered a great deal of ground, including the cities of Eastern Canada and a trip through the Dominion

to Vancouver and Victoria. The author's impressions of the United States and of Canada make interesting reading.

Another travel volume is "The Travels of Ellen Cornish," being "the memoir of a pilgrim of science," by Vaughan Cornish, D.Sc., F.R.G.S. Most of the journeys described were undertaken in pursuit of studies in which her husband, the author of the memoir, was engaged. Mrs. Cornish was an ardent supporter of geographical science.

Mrs. George Cran in "A Woman in Canada" describes not only Canada but also "Canady," as the Morning Post puts it, "not only the luxurious and well-ordered life of the larger cities, but also the laborious and discomfortable existence of the vast countryside which stretches to no horizon, out of sight of the high-shouldered elevators that are the gods of the north-west."

Here are a few interesting points from the book:

"Those who will stay on the land, and work, cannot help getting on."

"Canada wants women of breed and endurance, educated, middle-class gentlewomen."

"The unsuccessful immigrant in Canada is the man who will not work."

"I had a girl once from the old country, but she married in a month. They always get married."

"A woman of refinement and culture, of endurance, of healthy reasoning courage, is infinitely better equipped for the work of home-making and race-making than the ignorant, often lazy, often slovenly lower-class woman."

A novel by Sir Gilbert Parker is an especially interesting announcement for spring by the Copp, Clark Co. The title is "The Judgment House," now running serially in Harper's Magazine. Unlike recent books by this author, this new one will be a full length novel, not a series of short stories.

Notwithstanding the increase in price of The Canadian Almanac and the discontinuance of the paper edition, the publishers report the greatest total sales they have ever had.

"The Sixty-First Second" is the title of a new novel by Owen Johnston, to be brought out in the spring by the Copp, Clark Co. It is a story of New York society life.

"The Knave of Diamonds" is the title of a new book to be issued by the Copp, Clark Co., early this month. It is by Ethel M. Dell, author of "The Way of an Eagle," a first novel which has attained remarkable success both in England and America. In this country the book showed increasing popularity during the year, and the publishers found that the demand for the book was at its highest in the latter months. The new book is a full length novel of 384 pages.

"Human Quintessence," by Sigurd Ibsen, son of Henrik Ibsen, is among the new books on Bell & Cockburn's list. A recent statement freely quoted is that intellectual Europe has recognized Dr. Ibsen's triumph over the handicap of being a rich man's son.

Mrs. Frances Hodgson Burnett's new novel, "T. Tembarom," will run serially in the Century.

"Popular Mechanics Year Book," formerly "Shop Notes," has just appeared. The sale for Canada is controlled by The Copp, Clark Co.

In January, Cassell & Co. will publish the second of Sir H. Rider Haggard's trilogy of books dealing with Allen Quartermain. The title will be "Child of Storm." The first of the series was "Marie." The same house will publish in January as an addition to their shilling series of fiction:—Chesterton's "The Innocence of Father Brown."

Books Received

The Cities of Lombardy. Edward Hutton. London: Methuen & Co. Cloth, 6s.

One of the best qualified writers on Italy is Mr. Hunter. There is hardly a district of that country that he does not know and that he has not described. His latest volume deals with the history and geography of Lombardy, with the Italian lakes and the great roads of the plain, as well as with many of its important cities. The book is well illustrated by colored pictures and photographs.

"Health and Strength." Leaguers' Guide and Pocket Companion. London: Health and Strength League. Boards, 6d.

In this book is given advice that should be of value to all who would climb life's summit and beyond the tableland of maturity in a healthy, successful manner, and it is tendered in a chatty style that does more to carry weight than any amount of sermonising.

Sally's Children. M. Batchelor. London: W. R. Chambers. Cloth, 3s. 6d.

A holiday juvenile with six colored illustrations by Gordon Brown.

History of the Jews in America. Peter Wiernik. New York: Jewish Press Publishing Co. Cloth, \$1.50.

This book describes the rise of the Jewish race in the new world. The chapter devoted to Canada begins with the legend of the Jewish origin of Chevalier de Levis. The earliest authentic record of the Jews in Canada begins with Aaron Hart, Commissary in General Amherst's army, and three other Jewish officers in the same army. The troubles of Ezekiel Hart, the first Jew to be elected to the Legislature and the final emancipation in 1832, are described. The total number of Jews in Canada to-day is given as 70,000 as against 16,000 in 1891.

Himself. Dr. E. B. Lowry and Dr. R. J. Lambert. Chicago. Forbes & Co. Cloth, \$1.00.

Deals with sexual hygiene for men. Talks with men concerning themselves.

On Workmanship. H. Wilson. London: John Hogg. Boards, 1s. 6d.

Deals with workmanship in the broad sense as applying to the individual, the society and the state as the shaping power toward the ideal in life.

Conversation: What to Say and How to Say it. By Mary Greer Conklin. New York: Funk and Wagnalls. Cloth, 75c.

In this book Mrs. Conklin analyzes with sensible comment and sound logic the elements of good conversation, and reminds one that the first syllable of the word conversation is "con" (with) and that it means talking with others and not at them. She shows that good conversation is the power to listen as well as to talk, and that sad as it may be to have nothing to say, it is sadder a great deal to talk much and say nothing, with never a thought of appreciating what others say and of drawing out the best that is in them.

The Story of the Cambridge Baptists and the Struggle for Religious Liberty. Bernard Nutter, M.A. Cambridge: Wm. Heffer & Sons. Cloth.

Charles Dickens and Music. James T. Lightwood. London: Methodist Book and Publishing House. Cloth, 2s. 6d.

This book indicates the remarkable extent to which Dickens employed music to illustrate character and create incident.

British Violets. E. S. Gregory. Cambridge: W. Heffer & Sons, Ltd. Cloth, illustrated, 6s. net.

A botanical work of exceptional interest, including details of the chronological history of violets as included in the various publications on British botany.

Knowledge a Young Man Should Have. Dr. A. A. Philip and H. R. Murray. London: "Health and Strength." Cloth, 2s. 6d.

One of a series of books on sex knowledge by the same writers.

David Dunne. Belle Kanaris Maniates. Chicago: Rand, McNally & Co. Cloth, \$1.25 net.

A romance of the Middle West.

The Autobiography of a Pit Pony. William Finikin. Toronto: Methodist Publishing House. Paper, 6d.

Peggy from Kerry. L. T. Meade. London: W. & R. Chambers. Cloth, 6s.

A handsome volume, gold edges, illuminated cover, colored jacket and illustrations in color.

Corah's School Chums. May Baldwin. London: W. & R. Chambers. Cloth, 3s. 6d.

This story for girls is attractively bound in cloth with illuminated cover and colored illustrations.

Uncle Reg's School Days. By "Himself." London: Charles H. Kelly. Cloth, 1s. 6d.

A wholesome tale of English school life.

Three Boys in Antartica. G. Warren Payne. London: Charles H. Kelly. Cloth, 2s. 6d.

A stirring tale of Antaretic adventure that will appeal strongly to the average boy.

The Coming of the Law. Charles Alden Seltzer. Toronto: Musson Book Co. Cloth, \$1.25.

A tale of the cattle country. The hero is a young man who falls heir to a small ranch, a small newspaper and a full-sized feud with a big cattle company. The girl in the case assists materially toward the happy ending.

The Lost World. Sir Arthur Conan Doyle. Toronto: Musson Book Co. Cloth, \$1.25.

A new character rivalling Sherlock Holmes himself in point of interest, although entirely unlike him, is Professor Challenger, whose amazing adventures are related. The most jaded reader of fiction will "sit up" upon entering the professor's sphere of influence.

The Luggage of Life. Rev. F. W. Boreham. London: Charles H. Kelly. Cloth, 6s.

A fireside philosophy by the author of "The Whisper of God," "Won to Glory," etc.

Bohemia—1866. Lt.-Col. Neill Malcolm, D.S.O. London: Constable & Co. 5s. net.

The third book of a series on Campaigns and Their Lessons.

Anne of the Barricades. S. R. Crockett. Toronto: Musson Book Co. Cloth, \$1.25.

A novel dealing with the Commune of Paris.

Along the Mohawk Trail. P. K. Fitzhugh. New York: T. Y. Crowell Co. Cloth, 50 cents.

In the Boy Scout series.

Pluck on the Long Trail. E. L. Sabin. New York: T. Y. Crowell & Co. Cloth, 50 cents.

In the Boy Scout series.

The First Church's Christmas Barrell. Caroline Abbott Stanley. New York: T. Y. Crowell & Co. Cloth, 50 cents.

The Blue Bird's Eye. George Edgar. Toronto: Musson Book Co. Cloth, \$1.25.

A story of pugilism and chivalrous adventure in England in the days when men fought in the prize ring for a few golden sovereigns.

Rights of Citizenship. By Sir William R. Anson, Bart., M.P., F. E. Smith, K.C., M.P., Lord Willoughby de Broke, Prof. A. V. Dicey, D.C.L., LL.D., Viscount Midleton, Sir R. B. Finlay, G.C.M.G., M.P., Lord Hugh Cecil, M.P., The Earl of Selborne, K.G., with a preface by the Marquess of Lansdowne, K.G. London: F. Warne & Co., Half cloth, 1s. net.

"A survey of safeguards for the people."

The Political Career of Richard Brinsley Sheridan. Michael T. H. Sadler. London: B. H. Blackwell. Cloth, 2s. 6d.

This book includes the Stanhope essay for 1912 together with some hitherto unpublished letters of Mrs. Sheridan.

Sea Scouting and Seamanship For Boys. W. Baden-Powell, K.C. Glasgow: James & Son. Paper, \$1 Net.

A description of the Sea Scout Branch of the Boy Scouts, with foreword by Gen. Sir Robert Baden-Powell and Admiral Lord Charles Beresford.

The Spatula Ink Formulary. By Dr. J. H. Oyster. Boston: Spatula Publishing Co. Cloth.

A book of recipes and directions for making all kinds of inks.

When Were You Born. By Cheiro. Chicago: Rand McNally & Co. Cloth, 75.

Described by the author as a study of character-reading and dispositions by means of the period of birth.

The Little King and Princess True. Mary Earle Hardy. Chicago: Rand McNally & Co. Cloth, boxed, \$1.25.

A nature story simply told conveying a world of information in a spirited imaginative way with sincere apprehension of beauty.

Sweethearts at Home. S. R. Crockett. Toronto: Musson Book Co.

England and Germany. Compiled by Dr. Ludwig Stein. London: Williams & Norgate. Paper, 1s. net.

A collection of addresses by over forty leaders of public opinion in both empires.

The Mermaid Gift. Julia Brown. Chicago: Rand McNally & Co. Cloth, \$1.25.

A book for children under twelve, having eight full page pictures in color by Maginel Wright Enright.

The Book of Comfort. J. R. Miller. New York: T. Y. Crowell & Co. Cloth, \$1.00 net.

An addition to the series of Dr. Miller's devotional books.

A point especially emphasized is the help and comfort which we all can exchange with our neighbors.

Bookseller and Stationer has received from the Society for Promoting Christian Knowledge, Northumberland Avenue, London, W.C., the following books.

"Eardley House," a story of school life by Sibyl R. Owsley; "Pastor Oberlin," a family chronicle of the Eighteenth Century, by M. Bramston; "His Great Surrender," by B. Marchant; "Young Salts," by W. C. Metcalfe; "Marlowe's Farm," by Lucy M. Parker; "The Neglected Gift," by Ellen M. Bunt; "The Western Scout," by Bessie Marchant; "Brandon Chase," a tale of East Anglia, by William Webster; "The Fortunes of Harold Borlase," a story of the days of Blake, by John Graeme; "The Treasures of Spanish Villa," by F. Bayford Harrison; "Radium and Radio-Activity," by A. T. Cameron, M.A., B.Sc.; "Sketches of Caesarea" (Palestine), Biblical—Mediaeval—Modern. From earliest Caesar to latest Sultan, by Archdeacon Dowling; "Is a Revolution in Pentateuchal Criticism at Hand?" by Rev. Johannes Dahse (translated by Edmund McClure, M.A., from an article in the *Neue Kirchliche Zeitschrift*, for September, 1912.)

RECENTLY COPYRIGHTED BOOKS.

"How to Procure Capital." (Booklet.) Athol George Robertson, Toronto, Ont.

"Canadian Civics." By R. S. Jenkins, M.A., Nova Scotia Edition. (Book.) The Copp, Clark Co., Limited, Toronto, Ont.

"Theory of Machines." By Robert W. Angus, B.A.Sc. Robert William Angus, Toronto, Ont.

"Commercial Canada, Its Progress and Opportunities." Redman Book Co., Limited, Bradford, York, England.

"Canadian Life and Opportunity." Redman Book Co., Limited, Bradford, York, England.

"The High Road." A play in five acts. By Edward Sheldon. Edward Sheldon, New York, N.Y.

"The Flag of Canada." By Sir Joseph Pope, K.C. M.G., C.V.O., I.S.O., Second Edition. Sir Joseph Pope, K.C.M.G., Ottawa, Ont.

"Notes for the Catholic Nurse." By a Priest. Second edition. J. J. O'Brien, Peterboro, Ont.

"Among the Tombstones." Henry James Morgan, Brockville, Ont.

"The Canadian Biographical Dictionary From the Earliest Times." By Henry James Morgan. Henry James Morgan, Brockville, Ont.

"Canadian Legislators, Parliamentarians and Statesmen." By Henry James Morgan. Henry James Morgan, Brockville, Ont.

"Popular Illustrated Guide to Canadian Coins and Medals." By P. N. Breton. Pierre Napoleon Breton, Montreal, Que.

"The Mentescript of Kumabid, the Persian." Charles Francis Furse, Westmount, Que.

"Jim and the Wolves." By H. Mortimer Batten. Warwick Bro's & Rutter, Limited, Toronto, Ont.

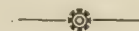
"Lyrics and Poems." By A. R. Michie. A. R. Michie, Vancouver, B.C.

"Digest Canadian Case Law," January, 1911, September, 1912. Editor: Walter E. Lear. Collaborateur de Québec: Ed. Fabre Surveyer. The Carswell Company, Limited, Toronto, Ont.

"Buglers and Drummers Manual." Compiled and arranged by John Slatter, W.O. The R. S. Williams & Sons Co., Limited, Toronto, Ont.

"Poems of George Murray." Edited with Memoir. By John Reade. Edward George O'Connor, Montreal, Que.

"Wood-Notes Wild." Book. Second and Greatly Enlarged Edition. By John Wilson Robertson, J.P. (Bard O'Glen-Erie.) John Wilson Robertson, Fort William, Ont.



A NEW WEBSTER.

G. and C. Merriam Co. have lately published a dictionary known as *Websters New International Dictionary*. It is considered to be as far ahead of Webster's International of 1890 as the latter improved on Noah Webster's Unabridged of 1843. In fact this is a new creation on the lines laid down by Noah Webster. It contains 400,000 words and 2,700 pages neatly bound in brown leather. Price, \$12.00.



Clerks should realize that their entire future in the retail business practically depends on their abilities to sell goods and they should snatch at every opportunity given them to increase sales. They ought to study the theory of salesmanship, as well as to become students of character, for on this depends much of their success.

Lesson 18---Complete Course in Cardwriting

Showing the lower case of the capitals demonstrated in the previous lesson
—The three cards illustrated introduce the trade mark idea in cardwriting

By J. C. Edwards. Copyright Canada 1911

How many stores or commercial institutions work the trade mark idea to the extent that is possible? There are some that do, but there are hundreds that don't, and these are the businesses that remain small and immature, and the heads of these places wonder why those others grow and become great industrial concerns.

The reason lies, to a great extent, in the advertising; either the advertising is too weak or too little.

Select a good trade mark and advertise it everywhere, keeping it constantly before the public eye—in every advertisement, on every sign, on your electric signs, on every window card. Make it so common that every time it is seen it is at once associated with the firm's name.

The Trade Mark on Cards.

To demonstrate the trade mark idea on the show card, we are illustrating three sample cards showing the manner in which it is used.

The "hand bag" card has the double diamond trade mark with the firm name or the firm's catch phrase inside. The space between the two diamonds is in a color which makes it stand out strongly in relief. In the "layette" card, the trade mark is more in keeping with the nature of the goods being advertised, the outline of the shield being in a light shade with the centre white, and the lettering in a light shade. The strength of the trade mark should be regulated by the style of card it goes on. The "suitings" card shows still another style which is in keeping with the general effect of the card, viz., the lined style.

Working Up a Design.

Get an idea into your head and improve on it wherever you can. Sketch the design in pencil first, just roughly, then if it suits you, ink it in.

The design in the "hand bag" card makes a very good effect. The circles were made with an ink compass in alternate black and white lines, and then cross hatched with black ink. This design may be carried out to splendid effect in colors or tints. The floral effect is very simple, in fact only a suggestion is needed to illuminate the design.

First, the outline is made with the brush, then a light tint is added or filled in, with a few touches of the brush in the centre to complete it.

An Unusually Simple Treatment.

Note the very simple decoration used in the suiting card. It certainly is "distinctly different" and yet refined.

The word "suitings" is outlined first, with a brush No. 4, red sable, square point, drawn down small. Then the white line decoration is made, using the T square and small pen, say a No. 5 or 6 soennecken, as shown in the upper corner of the plate. These lines may be made first, if desired, and the letter outlined over the top of them.

The letters then are filled in, leaving the space, as shown, open, allowing the white lines to show through.

The words "distinctly different" are made with a small soennecken pen and left in outline.

Watch Your Spacing.

It is indeed important to the properly written show card, to see that the proper spacing is given both the words and the letters as well as the whole inscription on the card.

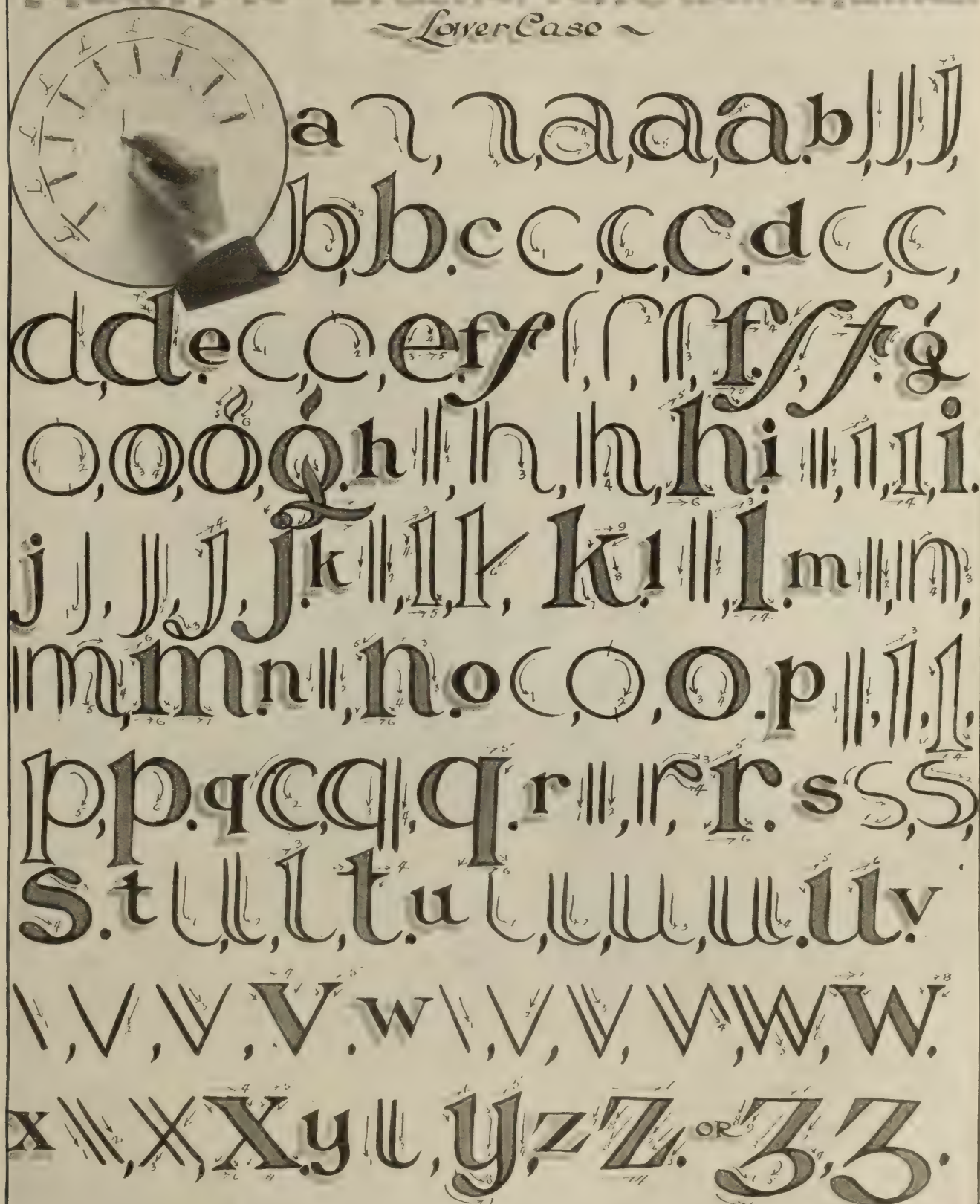
For further particulars re brushes, pens, etc., write to Bookseller and Stationer.



Seasonable cards, introducing trade mark idea. See article.

Plate N^o 18 - Brush or Pen Outline Roman

~ Lower Case ~





STOCK TURNED TEN TIMES A YEAR.

Common Experience in the Department of Cameras and Photographic Supplies in Book and Stationery Business—An Exceptionally Prolific Field for Retailers.

Two or three thousand dollars' worth of business a year on a stock of as many hundreds, is not unusual in the smaller cities and good sized towns in the business of cameras and photographic supplies. How many other lines can you call to mind that turn over ten times a year? A business with such possibilities is one to enthuse about isn't it?

That is the experience to which many a Canadian bookseller and stationer can testify. Therefore, the rapid increase that has been shown in the past year in the proportion of these merchants handling cameras in their stores is not surprising. It is bound to go on until practically every bookstore in Canada will be a camera store as well, excepting, possibly, towns in which out-and-out camera stores are developed.

The bookseller and stationer who has not as yet fallen into line in this respect should do so now. It would be the very best sort of a New Year's resolution, because it would be adding a branch that cannot fail. Each year the army of amateur photographers is growing by leaps and bounds and constantly it is opening new fields of endeavor for the devotee, which naturally tends to still further enlarge the dealer's scope.

Some dealers have been hesitating chiefly because they knew nothing about photography, but many another dealer went into the proposition under similar circumstances, and has never had cause to regret it. The dealers' helps supplied by the manufacturers and their constant readiness to co-operate with the trade, will help the retailer past all difficulties that may arise.

The big possibilities of the line should be sufficient inducement for the bookseller and stationer to add it to his stock, but there is also the additional consideration of what it will mean in increasing the number of regular visitors to the store. The camera owner who follows up amateur photography will be constantly calling for films or plates, papers, chemicals and other supplies. It will readily be seen that this cannot be otherwise than beneficial to the other departments, owing to the great proportion of the goods carried in bookstores, which, by their attractiveness, create in people the desire for possession. With good display, therefore, many additional sales to these customers may be consummated.

In casting about for new ideas to be put into execution this year in order to increase your business and add

to your net profits, do not pass up the camera proposition. For the man who has not added the line, it is one that cannot be excelled by any other. For the bookseller and stationer who has become a camera dealer, the department offers almost unexampled scope for development. These considerations will be taken up in future articles in this department of Bookseller and Stationer.

A DEVELOPING HINT.

Numerous devices are suggested from time to time with regard to ways of protecting isochromatic and other ultra-sensitive plates from the light of the dark-room lamp during development, while the ever energetic manufacturer has even placed upon the market dishes with elaborate covers to them for this purpose. A much better plan, however, is to use three xylönite dishes, one containing the developing dish and the third being used as a cover. Supposing that one is working quarter-plate, the developing dish is placed in one of half-plate size, and a second half-plate dish then fits exactly as a lid. If whole-plate dishes are used, they will contain two quarter-plates, thus saving some considerable time, and having all the advantages, also, of complete control, since each plate is in its own solution. From the point of view of cleanliness this method is alone worth a trial, as the dark-room table is kept absolutely free from any spilling of developer, the containing dish taking all the waste. —C. W. B.

NEW BOOK ISSUED.

"Photographic Secrets" is the name of a new book just issued by Evan Jenkins, of Seattle, Washington, containing much information of value in the practice of photography, the result of years of experience, investigation and observation on the part of the author. In addition to hints for general work, methods are set forth for placing pictures on watch dials, cases, match safes, chinaware, etc., for printing combination pictures, without a printing frame and other "tricks of the trade."

SOME BLUE PRINT HINTS.

In using blue print paper, be careful not to overprint, as that will eliminate detail. Print until deep shadows turn to a slightly bronze hue.

Handle always in subdued light, as all printing-out papers are affected by light, heat and dampness, especially in warm weather.

Don't be afraid of using too much care because it is "only blue print paper," but follow directions, and then expect good results.

**THE FIRST SUCCESSFUL SELF-FILLING
FOUNTAIN PEN
ALWAYS THE LEADER—WITHOUT A PEER**

*The Pen with the Magic
Button*

The "A.A." Self-filling fountain pen, for which there is no substitute, gives universal satisfaction.

Every bookseller and stationer handling our self-filler appreciates its exclusive selling features. There is no joint to stick, break or leak, the reservoir is guaranteed for two years, and our gold pens are furnished in such a wide variety of styles and sizes that you can suit your most fastidious customer. This pen has long since passed the experimental stage and has been perfected to such a point that we can absolutely guarantee satisfaction.

"A. A." PEN PERFECTION

is a standard of perfection maintained in ALL our pens.

Every part entering into the construction of the barrel of the pen and the gold pen point is made in our shop under the most modern methods, by experienced workmen, with the most up-to-date equipment and from the best material obtainable.

The "A.A." Clip excels by far any fountain pen clip yet produced. Made in one piece of German silver, Sterling Silver, Gold Filled and Solid 14 kt. Gold. It holds perfectly firm and can be attached almost instantly.

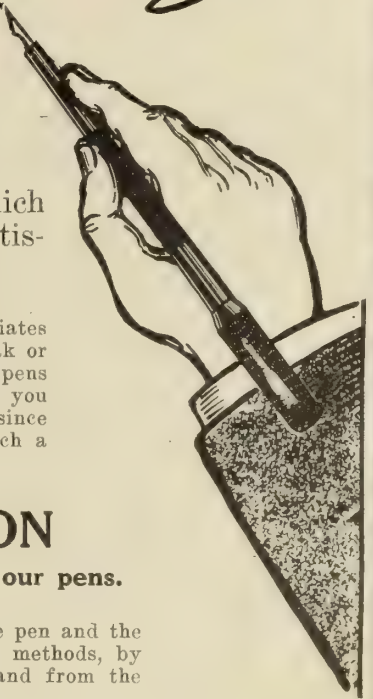
With your initial order for one dozen clips, we will send you gratis, tools for attaching the "A.A." Clip to any cap. For new 1913 catalogue and trade discounts, write your local jobber or

ARTHUR A. WATERMAN & COMPANY

22 THAMES ST., NEW YORK

NOT CONNECTED WITH THE L. E. WATERMAN CO.

If it isn't an "A.A." it isn't a "MODERN."



NEW MUSIC.

"Sweet and Twenty." Song; words by Shakespeare; music by Eric Coates. Published by Chappell & Co.

The melody is graceful and flowing and there is plenty of opportunity to show off a good voice. Recommended for aspiring tenors.

"The Bells of Youth." Words by Fiona Macleod.

"Reconciliation." Words by G. Hubi-Newcombe.

"Destiny." Words by Sir Edwin Arnold.

Three songs with music by Hubert Bath. Published by Chappell & Co.

Hubert Bath is well known as one of England's rising composers and these songs will certainly add to his reputation. "The Bells of Youth" has a pretty melody and a characteristic accompaniment. "Reconciliation" is rather out of the beaten track, and for that reason all the more welcome. "Destiny" fully illustrates the spirit of the beautiful words and expression. The organ obligato is well written and enhances the effect of the song.



RECENTLY COPYRIGHTED MUSIC.

"If All the Girls I Knew Were Like You." Words and music by Irving Berlin. Waterson, Berlin & Snyder Co., New York, N.Y.

"The Hold Up Rag." Words by Edward Madden. Music by Egbert Van Alstyne. Jerome H. Remick & Company, New York, N.Y.

"The Ravinia Club." By William Weil. Jerome H. Remick and Company, Detroit, Mich., U.S.A.

"My Rose of Old Kildare." Words by J. Brandon Walsh. Music by C. T. Straight. Jerome H. Remick and Company, Detroit, Mich., U.S.A.

"Bye and Bye." Words by Geo. A. Norton. Music by Hal G. Nichols. Jerome H. Remick and Company, Detroit, Mich., U.S.A.

"When I Lost You." By Irving Berlin. Waterson, Berlin and Snyder Company, New York, N.Y., U.S.A.

"Praise the Lord and Call Upon His Name." By Charles E. Wheeler. Whaley, Royce and Co., Limited, Toronto, Ont.

"My Man." Words by Joe Young. Music by Conrad and Whidden. Jerome H. Remick & Company, New York, N.Y.

"First Love." Words by Melville Alexander. Music by Lulu Glaser and Anatol Friedland. Jerome H. Remick & Company, New York, N.Y.

"Good Night, Nurse." Words by Thomas J. Gray. Music by W. Raymond Walker. Jerome H. Remick & Company, New York, N.Y.

"Ragtime Jim." By A. Fred. Phillips. (Music.) Jerome H. Remick & Company, New York, N.Y.

"When the Henry Clay Comes Steaming into Mobile Bay." Words by William Jerome and Grant Clark. Music by Jean Schwartz. Jerome & Schwartz Publishing Company, New York, N.Y.

"Yiddisha Professor." By Irving Berlin. (Words and Music.) Waterson, Berlin & Snyder Company, New York, N.Y.

"Down in Dear Old New Orleans." Words by Joe Young. Music by Conrad and Whidden. Jerome H. Remick & Company, New York, N.Y.

"After Vespers." Words by Jean C. Havez. Music by Neil Moret. Jerome H. Remick & Company, New York, N.Y.

"That Academy Rag." Words by Jean Havez. Music by Wm. Becker. Jerome H. Remick & Company, New York, N.Y.

KEEPING CLERKS KEYED UP.

The following suggestions to its salesmen are repeatedly called to their attention by the Boston Store, located at Marion, Indiana, says Trade.

There is considerable advice in these instructions which would be well taken to heart by every man behind the counter.

While waiting upon one customer, if another customer should be standing and a floor manager or some one should ask, "Are you being waited upon?" never say, "Oh, she don't want anything," or, "She has been waited on." Let her speak for herself.

Never misrepresent quality or overstate price reductions or make any statement about your goods or service that are not absolutely right.

Never allow nearness to closing time or your lunch hour to reduce your stock of politeness and willingness.

Do not be in a hurry to get rid of a customer after she has assented to the purchase of an article.

Before you tear out your sales-check be sure to ask your customer if there is not something else in your section that she may desire.

Take advantage of every opportunity to introduce other lines and other departments.

When you are sure that your customer is through at your section get her sales-check, money (if a cash sale) and the goods to the cashier at once.

Thank your customer and do it as though you meant it.

Do not suggest sending small packages—rather, "Will you take it?"

Lose no opportunity to put in a good word for the goods and for the store.

Window displays create original wants. They create a desire to buy.

Every retail store should have some man delegated to trim the show windows.

A merchant who fails to use his show window space is actually losing money.

Goods displayed in show windows will remind your customers of something they have wanted that they did not even know you had.

Fairly good displays can sometimes be made in very poor windows. It depends upon the skill of the decorator.



TOWER COMPANY IN NEW HOUSE.

The Tower Manufacturing and Novelty Company are now in their new home, a five-storey structure at 326-28-30 Broadway, New York.

The retail department is located on the first floor; on the second are the fancy and holiday goods, sporting goods, paper, twine and printing departments; on the third, the general offices, stock rooms, pen and pencil departments; on the fourth, general stock department; and, on the fifth, shipping and packing departments. The cellar and sub-cellar is devoted to the general stock of inks and other heavy merchandise.

The entire building is equipped with a telautograph system connecting the various departments, in addition to the regular telephone equipment; with four fireproof escapes, and a modern and complete sprinkler system.

Including the cellar and sub-cellar, each floor has 17,500 square feet of space.

. . .

Julius Lambert, head of the firm of F. W. Lambert & Company died at his home in New York on Sunday, November 17th, in his sixty-seventh year. The deceased was born in Kreuznach, Germany, on December 4, 1846, and came to New York at the age of 21, when he entered the fancy goods business with his brothers, Conrad and W. P.

SHEET MUSIC AND MUSIC BOOKS OF THE BETTER CLASS

We are sole representatives in Canada of the leading English music publishers and carry a very complete stock of standard publications for educational and general use.

NEW SONGS, PIANO MUSIC, VIOLIN and ORGAN MUSIC, ANTHEMS and CHORUSES in great variety. Liberal discounts to the trade.

ANGLO-CANADIAN MUSIC PUBLISHERS ASSOCIATION, Ltd.

ASHDOWN'S MUSIC STORE

144 Victoria Street

TORONTO

GENUINE PHOTO POST CARDS

TO RETAIL AT
TWO FOR FIVE CENTS

FIVE VIEWS TO EACH THOUSAND CARDS gives you an advantage over the inferior post-cards—allowing you to offer a much greater variety and make many more sales at a better profit.

NO CULLS—EVERY CARD SALEABLE—THE IDEAL LOCAL VIEW CARD, clear and brilliant. Delivery in two weeks from receipt of photographs or negatives. We are selling to dealers in the West and all parts of Canada. YOU should stock this fast selling line of post cards.

Write To-day For Samples

THE PHOTO SPECIALTY CO.
Streetsville, Ontario

AFTER THE FIRE

Notwithstanding the loss and handicap occasioned by the recent fire at The Art Metropole, there has been no interference with our obligations to the trade—Orders were filled without delay and the trade can depend upon being able to obtain from us as usual, the numerous lines which can be purchased to better advantage here than anywhere else. During 1913 we will have even greater inducements for the art and stationery trades.

We take this occasion to thank you for your liberal patronage during 1912, and to wish you abundant prosperity in 1913.

The Art Metropole, 241 Yonge Street, Toronto



Direct-to-you →



Are you still getting wire baskets in some roundabout way, so that they come to you priced up sufficiently to cover duty charges?

THE ANDROCK LINE is made in Canada. Consequently there is a material price advantage to you. The duty saved is a big item and you benefit in every way by purchasing your wire goods to be shipped from the factory to you.

SEND TO-DAY FOR CATALOGUE AND PRICE LIST

THE ANDREWS WIRE WORKS OF CANADA, LTD.
WATFORD, ONT.

The Dalton Royal Auction Bridge Pad

Best Made

New Count on Every Sheet

15 cts. Retail

Discount to Dealers Only

WYCIL & CO. - 83 Nassau St., New York

When writing to advertisers kindly mention having seen the ad. in this paper. : : :

M
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IS A MONEY MAKER AND BUSINESS GETTER FOR THE BOOKSELLER AND STATIONER

An account with me means the largest and most representative stock in Canada to buy from.

Everything in Sheet Music and Music Books

MUSIC PUBLISHER

ESTIMATES FURNISHED ON APPLICATION

PRICES
THE
LOWEST

A. H. GOETTING, A. L. E. DAVIES, Canadian Representative
114-115 Stair Bldg. The Largest Music Jobbing House in the World TORONTO, ONT.

SERVICE
THE
BEST

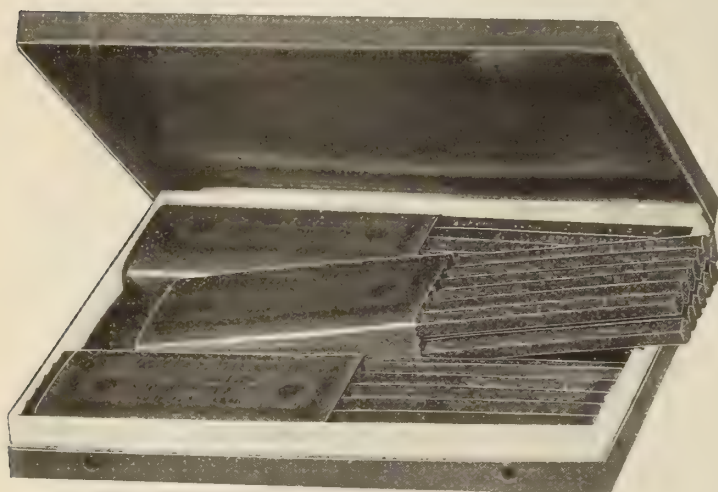
M
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New Goods Described and Illustrated

Paragraphs of Interest and Value Concerning Recent Introductions, Designed to be of Practical Benefit to the Retail Stationery and Kindred Trades.

A NEW PENCIL.

The Imperial lead pencils have just been introduced by Buntin, Gillies & Co., and are designed especially for office use, virtues claimed for them being that the lead is smooth and even and does not break readily. The new pencils are hexagonal and are finished in Royal purple

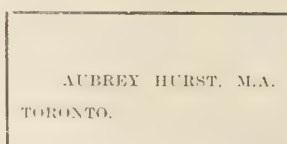


with gold lettering. No. 4720 with red rubber tip comes only in medium grade, while No. 3700 is furnished in four degrees. The pencils are packed one quarter gross to the box.



A KUHN KHAN RULE BOOK.

Aubrey O. Hurst, who sells enough thousands of visiting cards to afford people afflicted with the calculating "bug," ample scope for telling wondrous tales of the miles they would reach if stretched out end to end has just sprung a new business card. This is its actual size:—



For the benefit of those who haven't guessed it, the "M.A." stands for "Manufacturers' Agent."

Mr. Hurst is enthusing just now about the new backs of the Goodall playing cards but more especially about the new game "Kuhn Kahn." This game has captured England and has swept the United States where it is known as "Rummy."

Goodall & Sons have just published 36 page vest pocket size book of rules by "Nemo." The opening paragraphs are significant and will interest the trade especially. They read:

"It is a common complaint that books of rules rarely, if ever, enable one to understand and much less play the game in question unless one has had some, and, in many cases, considerable acquaintance with, and experience in playing, such game."

"The following rules have been arranged and formulated to, as far as possible, meet this point."

BUILDING UP NEWS TRADE.

The willingness of periodical publishers to co-operate with dealers in building up the news and subscription trade is illustrated in the experience of Mrs. M. A. McGuire, of St. John, N. B. She wrote for the agency of a British periodical, and requested that a sample copy be mailed to a list of names to be supplied by her, together with a letter from the publishers advising that the paper could be procured at Mrs. McGuire's store. The publishers acceded to this request and the incident should be sufficient to inspire emulation all along the line. Such action will result in enormously increasing the total volume of news and subscription business done in 1913 throughout the Canadian trade.

British Periodicals

Newspapers, Magazines
and Reviews can all
be purchased here

—
ENGLISH, SCOTCH,
IRISH
—

Single copies or subscriptions

New issue of a
magazine to be
attached to card
in this space.

(To be changed
regularly.)

The suggestion was made that the services of a good card writer should be sought to produce a creditable card, so as to give it the maximum of effectiveness. A card in accordance with the idea demonstrated here, should be about 14 x 24 inches in size, so that the magazine will not throw it out of proportion.



BANQUET OF THE HOUSE OF GAGE.

The annual banquet tendered by J. W. Gage & Company to their employees was held at the National Club on Saturday, December 21st, at which thirty-six members of the staff, including the Superintendent, Assistant Superintendent, Secretary of the Kinlieth Paper Mills, St. Catharines, and the heads of the various departments were present. W. J. Gage, president of the firm, presided, and delivered the opening address. He was followed by vice-president W. P. Gundy, and in turn the other gentlemen present, discussed the prospects for the coming year affecting the different departments and the territories covered by the traveling representatives.

The custom of tendering banquets to employees has for years been a custom with the House of Gage. The event is always looked forward to with great interest, the interests of the concern being materially forwarded by the ideas exchanged and the enthusiasm engendered.



CATALOGUES RECEIVED.

Three extensive booklets come to Bookseller and Stationer from Ant. Richard, Dusseldorf, Germany, manufacturer of chemico-technical productions, featuring Gerhardt's caseine colors and various other artists' materials.

Still another addition to the Tatum office punch family is "The Pet," a single hole punch coming in three sizes and operated on the lever principle.

Condensed Advertisements

FOR SALE

FOR SALE — A WELL ESTABLISHED stationery, toy and fancy goods business in Victoria, B.C. For particulars apply to A. Edwards, P.O. Box 839, Victoria, B.C. 3t

COMMISSION AGENT WANTED

TO PAPER AGENTS, WHOLESALE STATIONERS, etc.—A well known and old established firm of English colored paper manufacturers want to appoint a first-class Canadian firm who will take over a stock of these papers and store them for sale on commission as their sole Canadian agents. Apply, with full particulars, at once, to Thomas & Green, Ltd., Woburn, Bucks, England.

SITUATIONS VACANT

A YOUNG MAN WITH \$1,000 TO \$2,000 cash can have management and practical proprietorship of a stationery business in best part of Vancouver, B.C. Write to G. T., care of this paper. (3t)

STATIONERY TRAVELLER WANTED — stationery traveller for Western city trade; must be well up in office stationery and furniture line, energetic and ambitious. Apply, stating experience, qualifications, etc., to Hazen-Twiss, Limited, Stationers and Office Outfitters, Saskatoon.

WANTED—LADY CLERK FOR TOY AND fancy goods department. Must be experienced and good saleswoman. Wages \$50.00 per month. Apply, stating experience, to Christie's Bookstore, Brandon, Man.

CANADIAN REPRESENTATIVE WANTED for British firm manufacturing metal photo frames, calendars, novelties and advertising articles. Apply, stating trade connection qualifications, and references fully. British United Manufacturing Agency, 4a, Paternoster Square, London, E.C.

CALENDARS AND BLOTTERS

CHRISTMAS CALENDARS AND BLOTTERS —wholesale stationers only who are interested in these lines are requested to communicate with us for particulars of a new line in real photogravure. Very liberal discounts. Felix Rosenstiel, 17-18 Chapel Street, London, England. 2t

MISCELLANEOUS

A GOOD SELLING SIDE LINE FOR BOOK sellers and stationers. Sample takes up very little room. Address Wycil, 83 Nassau St., New York.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Co. of Canada, Ltd., office and factory 29 Alice Street, Toronto.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Ltd., 129 Bay Street, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted in all classes of business. The Copeland-Chatterson Co., Ltd., Toronto and Ottawa. (tf)

DOUBLE YOUR FLOOR SPACE. AN OTIS-Pensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Pensom Elevator Co., Traders Bank Building, Toronto. (tf)

B & P Standard Loose Leaf Devices

Two Catalogues in One

Suppose you are familiar with the stock number of a loose leaf item—and want price and size quickly. You can turn to the **Numerical Index**—in the new B&P STANDARD Catalogue—and get this information instantly—without referring to the body of the book.

In other words, every item is listed **two** ways, at least.

And if it was formerly a SIEBER & TRUSSELL line item, there is a separate index by the old S&T numbers.

This is just one of the many time-saving, order-getting features of this new B&P Loose Leaf catalogue.

If by any chance you didn't get your copy—write us.

Boorum & Pease Loose Leaf Book Co.



MAKERS OF

"Standard" and "S & T"
LOOSE LEAF DEVICES

MAIN OFFICE 109-111 Leonard St. New York FACTORIES Brooklyn, N.Y. St. Louis, Mo.

SALESROOMS

109-111 Leonard St., New York Republic Bldg., Chicago, Ill. 220 Devonshire St., Boston, Mass. 4000 Laclede Ave., St. Louis, Mo.

CANADIAN REPRESENTATIVE

Harold F. Ritchie & Co., Ltd., 32 Church Street, Queen City Chambers TORONTO, ONT.

An Experienced Salesman FREE at Your Service

Sometimes your customer wants to know something unusual about Blank Books. We have a man in your territory who is there to help you land such orders.

B&P salesmen are really servicemen. On the job to serve you in every way. Write or wire us whenever you need their special experience.

The best offer in Blank Books is a Frey Patent Flat Opening Book bound in full sheep ends and bands with Byron Weston's Paper.

Boorum & Pease Company

MANUFACTURERS OF

Standard Blank Books

The Line of 10,001 Numbers



HOME OFFICES Bridge, Front & York Sts., Brooklyn, N.Y. FACTORIES Brooklyn, N.Y. St. Louis, Mo.

SALESROOMS:

109-111 Leonard St., New York Republic Bldg., Chicago, Ill. 220 Devonshire St., Boston, Mass. 4000 Laclede Ave., St. Louis, Mo.

CANADIAN REPRESENTATIVE

Harold F. Ritchie & Co., Ltd., 32 Church Street, Queen City Chambers TORONTO, ONT.

BOOKSELLER TRADE ORGANIZATION.

(Concluded from page 15.)

restricted to retailers. "I still believe a little sacrifice of time and money with united action would tend greatly to advance the material increase of profits and it would be a great stimulus to know that all are working together to improve conditions that are certainly against us almost to a greater degree than in any other business."

Some Pessimistic Views.

"If you could get up a banquet, have a good entertainment and a couple of theatre parties, paying all expenses, including the railroad fare, you might wake up some enthusiasm around the country!" For the peace of mind and bodily well-being of the man who made that remark we are suppressing his name.

W. K. Ireland, of W. K. Ireland & Co., Owen Sound, wrote *Bookseller and Stationer* under date of December 16:—"We are not especially favorable towards the reorganization of the Booksellers' Association for the simple reason that we cannot see fruits for outside booksellers adequate to the efforts that have already been made."

John F. Sifton, of London, speaking of this question referred to the fact that there had been no fruits from the merging of the old Association with the Retail Merchants' Association of Canada. He was pessimistic as to the chances of awakening real interest on the part of the trade outside of the few who bore the brunt of the responsibilities in connection with former attempts to maintain an Association.

ADDITIONAL BOOK NOTES.

The first edition of Sir Richard Cartwright's "Reminiscences" was completely sold out before the end of the year, and William Briggs have now in hand another large printing. The wide interest created by the book and the editorial press publicity it received, made introductory work on the part of the bookseller unnecessary.

Theodore Goodridge Robert's next novel will be called "The Harbor Master," and will deal with "Chance Along," a Newfoundland fishing hamlet.

"Grammar at a Glance: How to Speak and Write Correctly," is the title of a little book of 32 pages issued by Gordon & Gotch to retail at 5c. They are supplied to the trade in dozen lots in a card which can be hung in any conspicuous spot acting as its own salesman as it tells its own story, including the price.

PERIODICAL NOTES.

In the January St. Nicholas, Charles G. D. Roberts has the first of a series of "Babes of the Wild" animal stories. The title of this first story is "Teddy Bear's Bee Tree." It is illustrated by Paul Branson.

The Popular Magazine's January 1st issue contains a story of a lumbering gang on the St. Maurice River, by Morris McDougall, under the title of "The Awakening of Jean Baptiste."

MUSIC FIRM IN NEW HOME.

The R. S. Williams & Sons Co., Ltd., recently moved into their new ten-storey building at 145 Yonge Street, Toronto. It is luxuriously furnished, and in it almost any musical instrument imaginable can be seen on display. It is from this building that their four branches, located in Winnipeg, Vancouver, Calgary and Montreal, as well

as their 2,500 dealers are supplied. Mr. Williams' collection of rare old violins is one of the finest and most valuable now in existence, and is the object of much admiration and envy in the most exclusive musical circles. Another priceless possession of the Williams firm is a collection of antique instruments and accessories, many of which cannot be duplicated. This collection is on display in the museum of their new building and is a source of much interest.

The Williams Company considers the outlook for 1913 to be very promising, and believe that the coming year will be the biggest musical year Canada has ever known.

PREPARE FOR VALENTINE TRADE.

In January the wise dealer will map out a general plan of action for February and one of the considerations in this connection will be the Valentine trade. Valentine post-cards and art valentines of a higher class than ever before offered to the trade have been prepared by the various art publishers for this year's trade. This means that they will make a stronger appeal to the public and consequently there will be more sales if the dealer will seize the opportunity thus afforded.

Prepare to display and advertise Valentines to better advantage than you ever did before and see that this year's productions, embodying creditable new ideas, are represented in your stock. In this variety of merchandise it is particularly important to be abreast of the times.

Aim to have in the stock you will soon be placing to the fore Valentines that will meet the demands of all classes. The really artistic little cards now to be had have put Valentines in a new category. There will, of course, still be some demand for the flamboyant celluloid conceptions and the arrangement of stock should be such as to avoid the danger of allowing these to destroy the effect of the artistically conceived items.

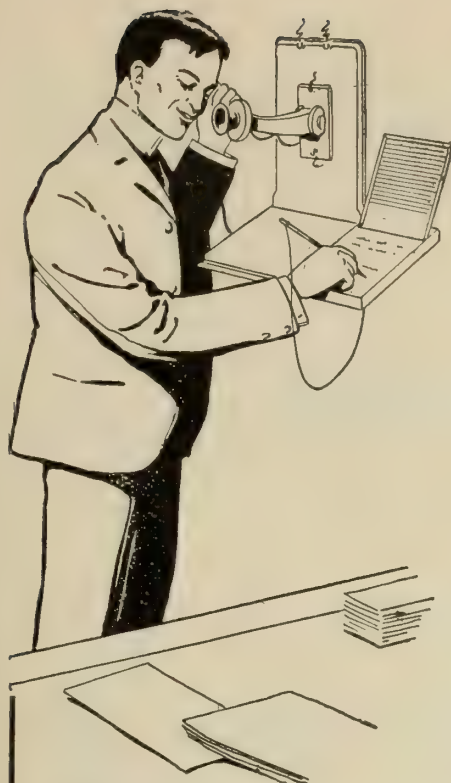
THE VALUE OF MODERN STORE FIXTURES.

A great many booksellers and stationers do not fully realize the importance interior arrangement and store fixtures have on their selling power. If they heard, however, the criticisms flung against dirty and ill arranged stores, they would awake to the importance of cleanliness and order.

To obviate one of these unsightly conditions scores have installed sanitary metal ceilings, which can be kept in good order at little expense. To improve the service facilities others have neat and attractive display receptacles for books, cards and stationery supplies; modern fixtures for promoting and aiding the dealer's selling power; cash and credit registers; the silent salesman, etc.

All these tend to make the dealer a better salesman, because they increase his efficiency in serving his customers. They assist in making sales, with greater ease, gracefulness and rapidity, all of which are valuable in retaining trade.

Besides, and this is an important point, the Canadian stationery trade is more and more enlarging its field and increasing its hold on the business of supplying equipment, supplies and furniture for offices and business houses. What more natural then for a stationer who is selling book cases, typewriters, chairs, desks, labor-saving devices and machines than that he should show their utility by using some of this equipment himself and by keeping his store clean and orderly. This would be a strong card in drawing custom to his store.



← This is the way orders will come to you after you get firms using

PEERLESS

BRAND

Typewriter Ribbons and Carbon Papers

That is the strong feature of this line.

You work to get first orders, but repeat orders come with little effort on your part.

You owe it to yourself to sell goods that will build up your business. Inferior goods will destroy confidence. *Peerless* ribbons and carbons more than measure up to the standard that will satisfy your customers.

*None Better in the World—Made in Canada.
You Pay No Duty.*

Peerless Carbon and Ribbon Mfg. Co., Limited

176 Richmond Street West

TORONTO, Canada

Pulling in the Christmas Profits

THERE'S a whole lot of everything sold around Christmas time—just because it's Christmas. This year there's going to be a whole lot of Eaton, Crane & Pike writing paper sold—not only because it's Christmas time, but also because the Eaton, Crane & Pike Company are engaged in a Christmas sales-building campaign of the most thorough-going kind. The dealer who stocks and pushes

Crane's Linen Lawn

and the other well-known Eaton, Crane & Pike papers is going to reap handsomely.

Eaton, Crane & Pike Co.

Pittsfield, Mass.

New York Office
Brunswick Building, 225 Fifth Avenue

CRAYONS

"STAONAL"

For Kindergarten, Marking and Checking

"DUREL"

Hard Pressed for Pastel Effects



"CRAYOLA"

For General Color Work, Stenciling, Arts and Crafts

"AN-DU-SEPTIC"

Dustless White and Colored Chalks

Samples furnished upon application

Binney & Smith Co.

81-83 FULTON ST.

NEW YORK

TEN HIGHEST AWARDS**FORD'S GOLD MEDAL ABSORBENT BLOTTING**

This paper is a Luxurious Economy, and gives entire satisfaction and the greatest pleasure to your customers when being used.

It is being very extensively advertised in the Dominion at prices which give a good margin of profit to the Trade.

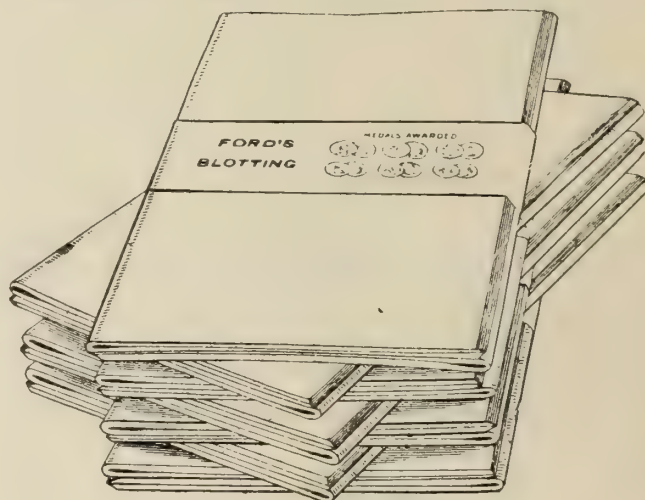
It is entirely British Made by the original Inventors of Blotting Paper, their large Mills being solely employed in its manufacture. Long experience, combined with all the latest improvements, enable them to manufacture the finest quality Blotting Paper in the whole world.

These Blottings are well adapted for EXPORTATION, and have obtained **TEN HIGHEST AWARDS** and **PRIZE MEDALS** after sea voyages. The **STANDARD OF EXCELLENCE** in Blotting Paper. **BULKS AND ABSORBS MORE THAN ANY OTHER BLOTTING.**

Every Quire of **FORD'S BLOTTINGS** is Banded in a manner shown in these Illustrations; with Registered Trade Mark and Prize Medals. None other genuine.

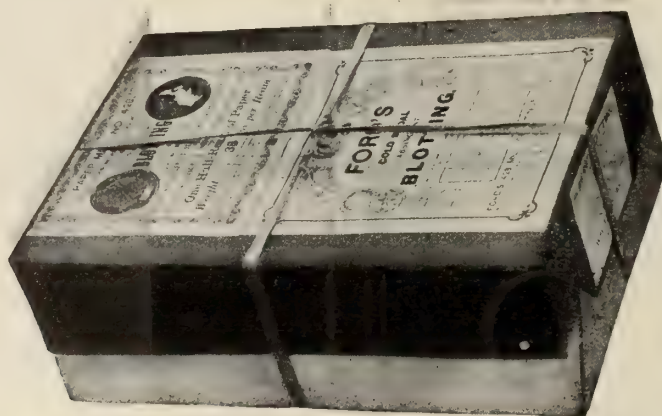


FRONT



REVERSE

Owing to their purity **FORD'S BLOTTING** will keep on absorbing until worn out and never lose color, but will maintain their pristine condition if kept for years. This is especially the case with the **WHITE** Blotting. **INFERIOR BLOTTINGS** are **ORIGINALLY** deficient in whiteness, and after keeping a time turn to a **DIRTY CREAM**, and subsequently to a **DINGY BROWN**, precluding their use on account of their abject appearance, their impurity soon causing them to smear



This shows how the Half Reams of **FORD'S 428 MILL** Gold Medal Absorbent Blotting are packed. It is stocked by the following Wholesale Stationers in Canadian weights and sizes:—

W. V. DAWSON & CO., 16 De Bresoles Street, Montreal
THE BUNTIN-REID CO., 13 Colborne Street, Toronto
BUNTIN, GILLIES & CO., LIMITED, Hamilton
CLARK BROS. & CO., LIMITED, 143 Portage Avenue East, Winnipeg
SMITH, DAVIDSON & WRIGHT, LIMITED, Vancouver

Manufactured by **T. B. FORD, Limited, Snakely Mills, Loudwater, High Wycombe, Bucks, England**

Look Deeper into this Blaisdell Question

You know the story of the mining prospector who stumbled on what looked like a pebble but proved to be the out-cropping boulder of a valuable gold mine.

So it is that the **Blaisdell Paper Pencil** which may seem at first glance a small item in your business will if properly developed lead to a trade of unexpected size and profit.

The Blaisdell-Pencil trade is the beginning of more expensive things.

As a time-saving and money-saving invention it has displaced the ordinary wooden pencil in many of the largest-concerns in America. And it commands the attention of progressive business men everywhere.

This is the class of trade you want. And one of the best "openers" to it is an attractive display of the full **Blaisdell** line, in your store.

Everybody knows the **Blaisdell** Blue pencil "No. 151." More of these are in use than of all other blue pencils combined. But many people do not realize that there are **Blaisdells** for every use; and all, of the highest quality.

Our standard black lead-pencil filled with best Bavarian graphite in all degrees of hardness will make a distinct hit with your trade.

Display the full line prominently, making use of our attractive display cases and counter-card, and you will be surprised at the attention they attract and the increased business they lead to.

If we can give you any further information, write to us about it to-day.

Blaisdell Paper Pencil Co.

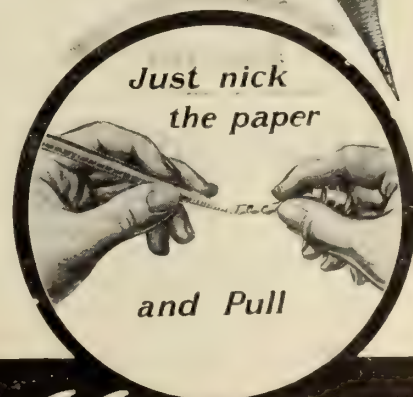
Philadelphia

No whittling

No waiting

No soiled
fingers

No broken
points



Blaisdell Paper Pencils

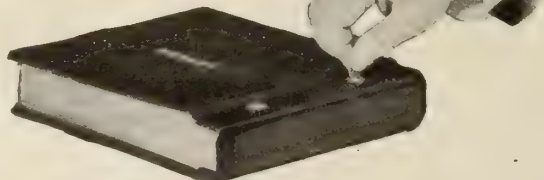
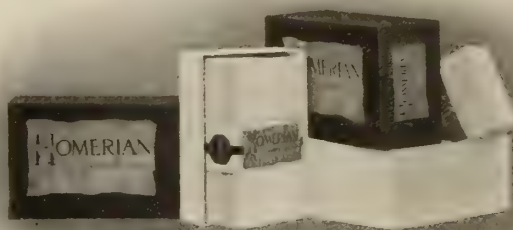
SPECIAL

Homerian Deckle Edge Stationery

—a high grade note paper
for smart correspondence.

Size:- Regents

JOHN DICKINSON & CO., Ltd.
MONTREAL



The New "PRESTO" Loose Leaf LEDGER BINDERS

Each Outfit supplied complete with Binder, Index and two hundred ledger sheets. Stocked in two sizes—8¼ x 10-7/8, and 9¼ x 11 7/8

Double Entry, or Debit, Credit and Balance rulings can be supplied in either size. This is an excellent line for retailers, and can be sold at a reasonable price.

SMITH, DAVIDSON & WRIGHT
VANCOUVER, B.C.

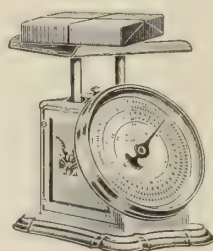


Don't Guess!



"Pelouze" Postal Scales
are scientifically made. They
show exact weight in ounces,
also cost in cents on all classes of mail matter.

National.....	4 lbs.
Union.....	2½ lbs.
Columbian.....	2 lbs.
Star.....	1 lb.
Crescent.....	1 lb.



Banks and large business houses
use "Pelouze" Scales because
of their accuracy, reliability and
durability.

Made in several styles.

Ask for a "Pelouze" Scale

For Sale by the Best Dealers

Order through your Jobber

Mail and Exp.....	16 lbs.
Commercial.....	12 lbs.
U. S.....	4 lbs.
Victor.....	1½ lbs.

Pelouze Manufacturing Co.
232-242 E. Ohio Street
CHICAGO

WESTERN Incorporated
1851
ASSURANCE
COMPANY

**FIRE
AND
MARINE**

HEAD OFFICE, TORONTO, ONT.

Assets over - \$3,570,000.00

Losses Paid Since Organization
of the Company, over - 54,000,000.00

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

British America Assurance Company

Incorporated A.D. 1833

HEAD OFFICE, TORONTO
(FIRE ASSURANCE)

BOARD OF DIRECTORS

Hon. Geo. A. Cox, President. W. R. Brock, Vice-President.
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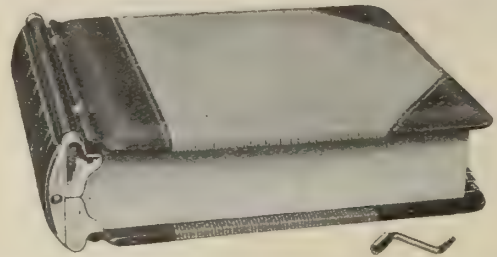
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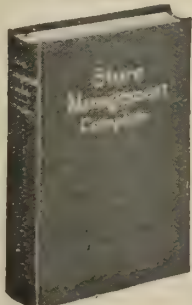
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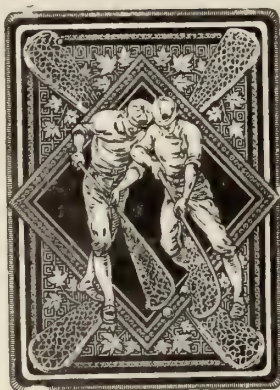
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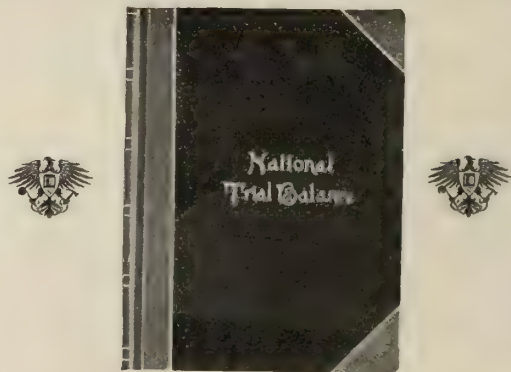
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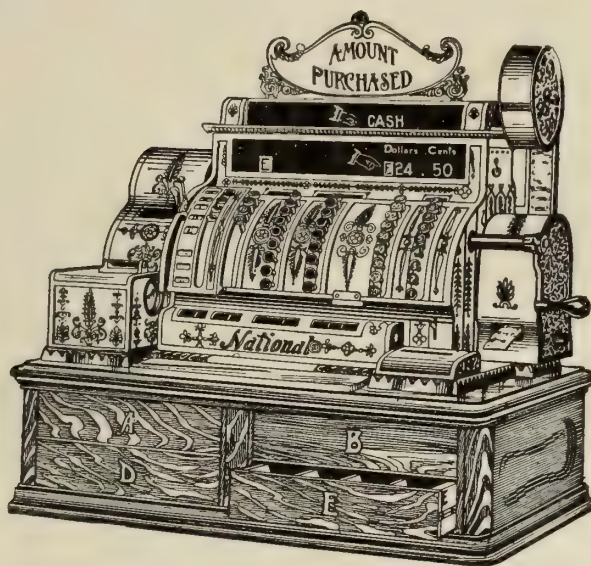


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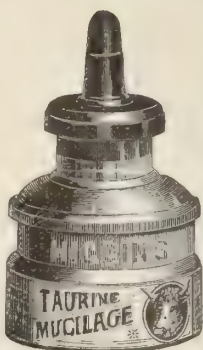
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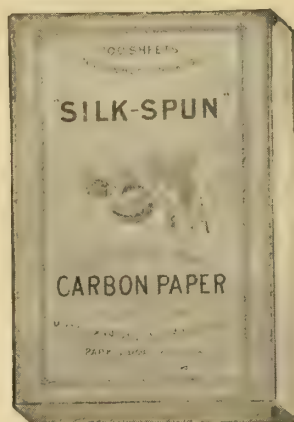
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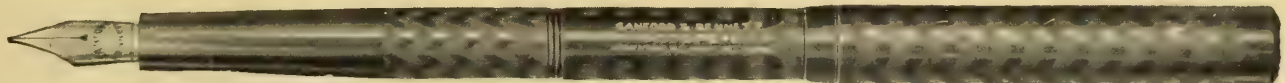
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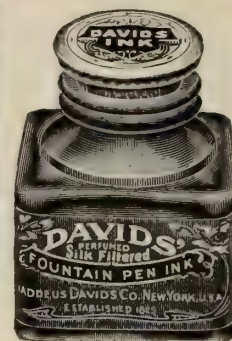
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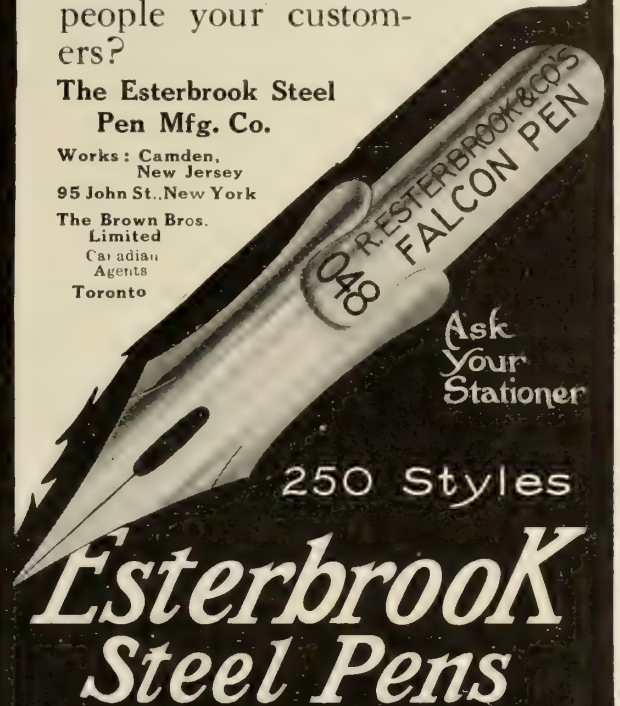
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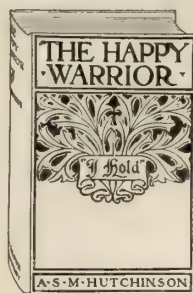
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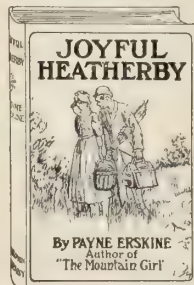
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In 1864 the Libraries were bought by what was then the very considerable sum of £35,000 by Messrs. Bell and Daldy. It is thus close upon fifty years since that firm, now known as G. Bell and Sons, has been identified with Bohn's Libraries. During this period no pains have been spared to extend and improve the series. "Bohn" has remained a great reality and becomes a great tradition, his name is a proverb among book-lovers, not without honor among schoolboys, and full of memories and associations for the scholar.

There is, therefore, it is hoped, a certain significance in the fact that the publishers have decided to begin a reissue of the Libraries at the price of **one shilling a volume**. Since Bohn's day, though only of very recent years, such vast improvements have been made in the mechanical processes of book production, that what was unthinkable in 1860 has now been actually achieved, and certain volumes of the Library, which at 3s 6d were considered marvels of cheapness, are now issued at 1s in a style which is fully up to standard of the older edition. Thus the name of Bohn, which carries one back to 1813 and the chaos of the Napoleonic Wars, stands in 1913 for the perfection of modern organisation and invention, which has made possible a combination of cheapness with taste inconceivable a century ago.

The first list of the new re-issue, given below, is in itself a testimony to the wide range covered by the famous Libraries; comprising as it does some of the finest examples of our own classic literature—novels, belles-lettres, satire, philosophy—masterpieces of the literature of history and travel, and translations from the great classics of Greece, Germany, France and Spain—surely a fine nucleus of a discriminating reader's library: as low in price as it is excellent in format.

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Foolscap 8vo., With Designed Title Page, Binding, and End Papers—First Twenty Volumes to be Issued in March.

- 1—Swift, Jonathan. *Gulliver's Travels*. Edited, with introduction and notes, by G. R. Dennis.
- 2-4—Mottley, J. L. *Rise of the Dutch Republic*, with a biographical introduction by Moeure D. Conway. 3 vols.
- 5-6—Emerson, R. W. *Works*. A New Edition in 5 volumes. Edited by George Sampson. Vol. I, *Essays* (1st and 2nd series) and *Representative Men*. Vol. II, *English Texts*, *Nature* and *Conduct of Life*.
- 7-8—Burton, Sir Richard. *Pilgrimage to Almadinah and Meccah*. Introduction by Stanley Lane-Poole. 2 vols.
- 9—Lamb, Charles. *Essays*, including the *Essays of Elia*, *Last Essays of Elia* and *Eliana*.
- 10—Hooper, George. *Waterloo. The Downfall of the First Napoleon*.
- 11—Fielding, Henry. *Joseph Andrews*.
- 12-13—Cervantes. *Don Quixote*, Motteux's Translation, revised. With Lockhart's *Life and Notes*. 2 vols.
- 14—Calverley, C. S. *The Idyll of Theocritus*, with the *Elegues of Virgil*. English Verse Translation, by C. S. Calverley. Introduction by R. V. Tyrell, Litt.D.

- 15—Burney, Fanny. *Evelina*. Edited, with an Introduction and Notes, by Annie Raine Ellis.

- 16—Coleridge, S. T. *Aids to Reflection and the Confessions of an Inquiring Spirit*.

- 17-18—Goethe. *Poetry and Truth from My Own Life*. Revised Translation by M. Steele Smith. With an Introduction and Bibliography by Karl Breul, Litt.D.Ph.D. 2 vols.

- 19—Pascal. *Thoughts*. Translated from the Text of M. Auguste Molinier, by C. Kegan Paul.

- 20—Arthur Young's *Travels in France During the Years 1787, 1788 and 1789*. Edited, with Introduction and Notes, by M. Betham Edwards.

SECOND LIST OF TEN TITLES TO APPEAR IN APRIL.

- 21-22—Fielding, Henry. *Tom Jones*. 2 vols.
- 23-24—Ranke. *History of the Popes*. Mrs. Foster's translation. Revised by G. R. Dennis. Vols. 1 and 2.
- 25-26—Emerson, R. W. *Works*. A New Edition in five volumes, with the Text Edited and Collated by George Sampson. Vols. 3 and 4.
- 27—Jameson, Mrs. *Shakespeare's Heroines*. Characteristics of Women; Moral, Poetical and Historical.
- 28—Mignet's *History of the French Revolution, from 1789 to 1814*.

- 29—Montaigne. *Essays*. Cotton's Translation. Revised by W. C. Haslitt. Vol. 1.

- 30—Marcus Aurelius Antoninus. *The Thoughts Of*. Translated by George Long, M.A., with an Essay on Marcus Aurelius by Matthew Arnold.

THIRD LIST OF TEN TITLES TO APPEAR IN MAY.

- 31—Swift, Jonathan. *The Journal to Stella*. Edited, with Introduction and Notes, by F. Ryland, M.A.

- 32—Emerson, R. W. *Works*. Text Edited and Collated by George Sampson. Vol. 5 containing the poems.

- 33-34—Trollope, Anthony. *The Warden*. With an Introduction by Frederic Harrison and portrait of Trollope. One vol. Barchester Towers. One vol.

- 35—Ranke. *History of the Popes*. Mrs. Foster's Translation. Revised by G. R. Dennis. Vol. 3.

- 36—Hawthorne, Nathaniel. *Transformation (The Marble Faun)*.

- 37-38—Plutarch. *Lives*. Translated, with Notes and Life, by Aubrey Stewart, M.A., and George Long, M.A. Vols. I and 2.

- 39-40—Montaigne. *Essays*. Cotton's Translation. Revised by W. C. Haslitt. Vols. 2 and 3.

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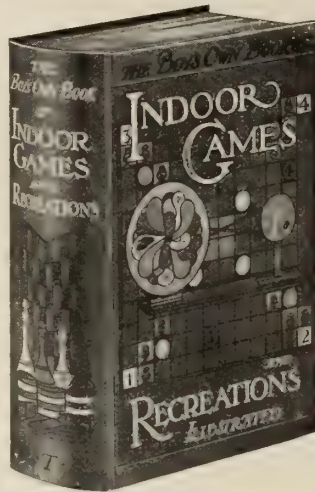
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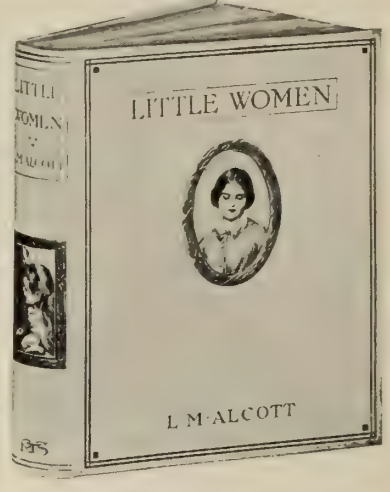


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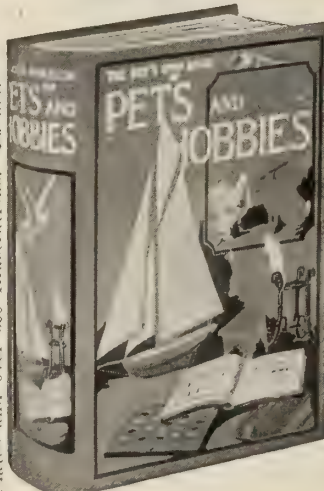
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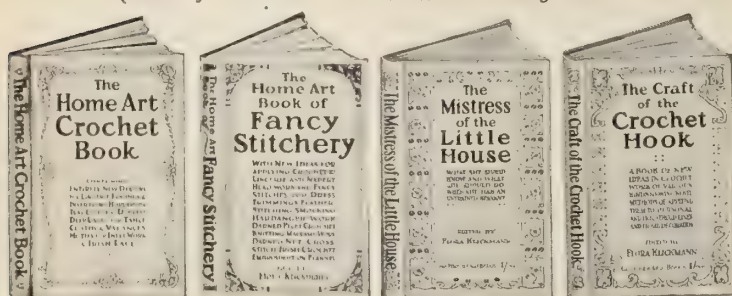


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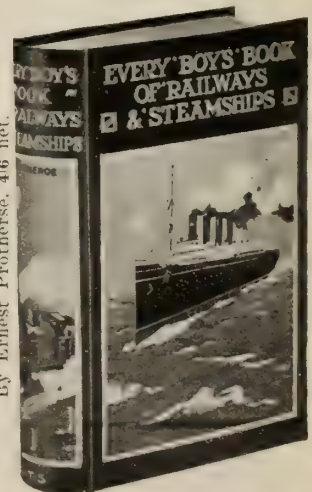
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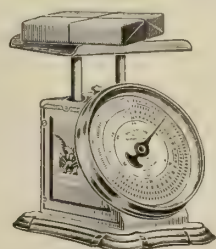
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1913 Money-Makers

"For the man who cares"

Money is not everything—granted—but it keeps whole heaps of us thinking about it. Quite essential at times, too. But it's the reason you place as much of your time in your business. This assumed—then you have been planning as to just what lines you are going to readjust for 1913.

Certain, if you're handling Catchy Cards, you have or ought to have included

THE J. RAYMOND HOWE CO.'S everlastingly good trim, tasty, business-bringing aggregation that are assets to your store, complimentary to your good judgment, and profitable from the standpoint of money-making.

THE SAMUEL CARPENTER CO.'S Catchy Card Creations are items of such intensified merit as to captivate any enthusiast of "Things Right" and "Things Different." Pithy Jingles, they sure are, with decorations of a classy type that **no one** can find fault with. Different entirely from **any** line are the "Carpenter-made" goods, and yet to fit in popular Canadian prices.

Say, what about a Carpenter Display Rack with a \$50.00 general order? We'll supply the rack mounted with Carpenter Cards free of cost, same as selection we would send you, displaying in such a manner as would delight you. Stand on your counter, occupying minimum space, and a reminder to every buyer to your store, yet permitting this display of all your lines without mussing your own stock. The proposition is **good**—try it.

The above two ranges of samples of General, Thanksgiving, Halloween, Xmas and New Year are complete. We speak of them as they appeal to us. We open now to get in touch with you. Drop us a card to say you are interested, we'll look after the rest.

If any open orders going, this is a good place to send them. We stand behind the goods we offer. Say, we have heard some "glad tidings" of the impressions created the past year by "Things Different." Get in touch.

THE WHOLE SUTCLIFFE LINE IS DIFFERENT.

How about your Easters? A \$10, \$15, \$25 or \$50.00 order can be executed without disappointment. Fairly good picking amongst the Valentines yet—all "different."

The Sutcliffe Co.

Importers and
Commission Merchants

Nordheimer Building

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Mention Trade Paper



VALENTINE'S HOLIDAY LINES

1913 :- 1914

Our travellers will shortly be leaving with a complete showing of the new lines for next season's Christmas and New Year's trade, including the latest and most artistic novelties in

BOOKLETS, CALENDARS, POST-CARDS, TAGS, SEALS, CHILDREN'S STORY BOOKS, AND ILLUSTRATED SONG BOOKS.

If one of our representatives does not call upon you shortly, drop us a card, and arrangements will be made to insure your seeing this superior line, which it would be impossible to justly describe in cold print—to really appreciate the new productions, you must see them. Write for full particulars.

PRICES THE LOWEST CONSISTENT WITH QUALITY.



The Valentine & Sons United Pub. Co., Ltd.

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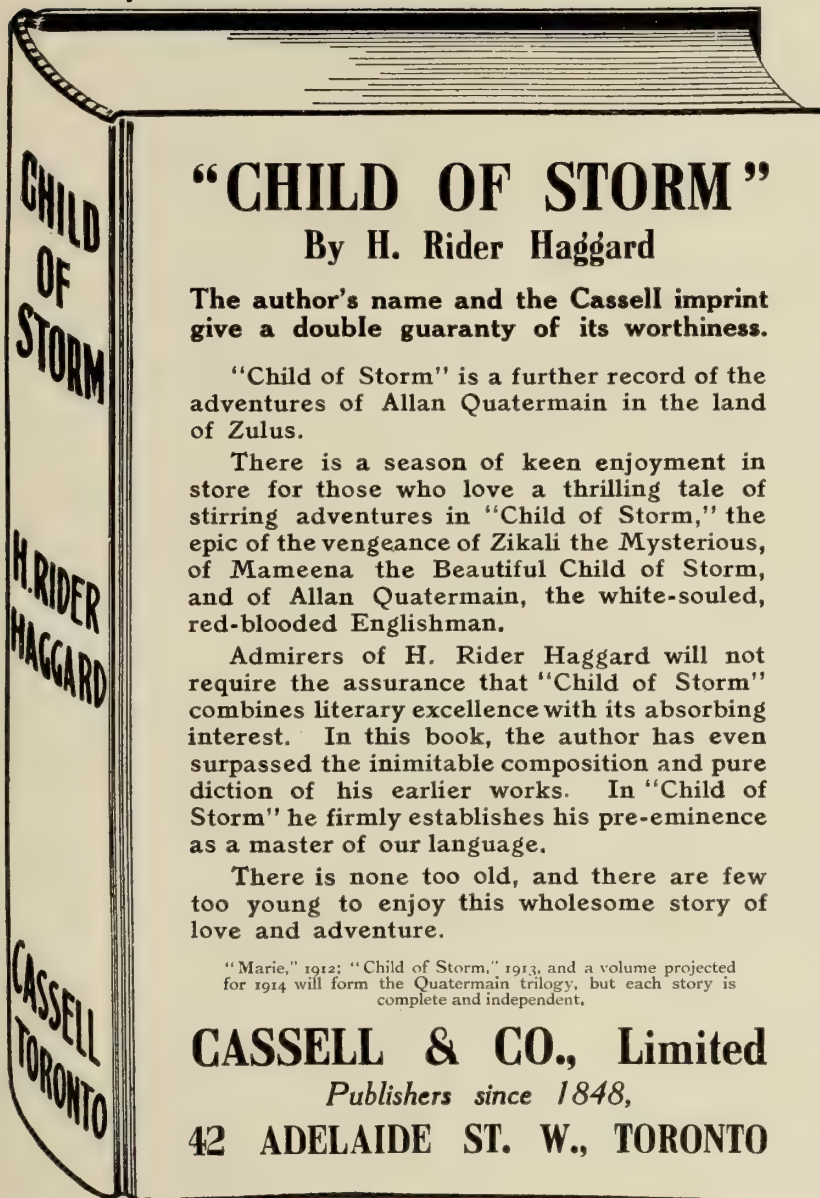
TORONTO

WINNIPEG

VANCOUVER

A NEW NOVEL

By H. RIDER HAGGARD



"CHILD OF STORM"

By H. Rider Haggard

The author's name and the Cassell imprint give a double guaranty of its worthiness.

"Child of Storm" is a further record of the adventures of Allan Quatermain in the land of Zulus.

There is a season of keen enjoyment in store for those who love a thrilling tale of stirring adventures in "Child of Storm," the epic of the vengeance of Zikali the Mysterious, of Mameena the Beautiful Child of Storm, and of Allan Quatermain, the white-souled, red-blooded Englishman.

Admirers of H. Rider Haggard will not require the assurance that "Child of Storm" combines literary excellence with its absorbing interest. In this book, the author has even surpassed the inimitable composition and pure diction of his earlier works. In "Child of Storm" he firmly establishes his pre-eminence as a master of our language.

There is none too old, and there are few too young to enjoy this wholesome story of love and adventure.

"Marie," 1912; "Child of Storm," 1913, and a volume projected for 1914 will form the Quatermain trilogy, but each story is complete and independent.

CASSELL & CO., Limited

Publishers since 1848,

42 ADELAIDE ST. W., TORONTO

The advertisement shown here will appear in the leading Dailies, Weeklies and Monthlies throughout Canada.

The author, Sir H. Rider Haggard has a host of admirers and the number is constantly increasing.

"Marie" published last year, set a new standard and in "Child of Storm" the author shows no lessening of his masterly powers.

"Child of Storm" will be ready early in February. Place your orders now, and avoid disappointing your patrons.

CASSELL & COMPANY, Limited

42 Adelaide Street West

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MELBOURNE

TORONTO

NEW YORK

Musson's Spring List

A new novel, by the author of "The Broad Highway," "The Money Moon," etc.

THE AMATEUR GENTLEMAN

By Jeffery Farnol. Cloth, \$1.25

This promises to be the most widely read novel of the year. It is told with unusual humor, grace and charm, and one is sorry it comes to an end.

EMPERY

By S. A. White. Illustrated. Cloth, \$1.25

A novel of the days of warfare between the North West Fur Company and the Hudson's Bay Company in the early half of the last century.

BUNKER BEAN

By Harry Leon Wilson. Illustrated. Cloth, \$1.25

"I can imagine nothing of less consequence."

It's caught on. You'll roar with the humor and cleverness of it. It is supremely laughable, and has so much human nature in it that you'll be finding counterparts of Bunker all the time.

THE BLUE WOLF

By W. Lacey Amy. Cloth, \$1.25

A thrilling tale of a Southern Alberta ranch, so unusual in its setting, fresh in the situations, and so breathless in its suspense that few works of fiction may claim to a plot with such unwonted originality as "The Blue Wolf."

THE MATING OF LYDIA

By Mrs. Humphrey Ward. Illustrated. Cloth, \$1.25

A love story quite as engaging as "The Testing of Diana Mallory," or "Lady Rose's Daughter," and as a novel even more filled with incident and movement.

THE JOY BRINGER

By Grace MacGowan Cooke. Illustrated. Cloth, \$1.25

One rainy night back in Kentucky, Heath had eloped with this beautiful girl. They drove to the rector's house and were duly married, without the bride finding out she had married the wrong man until she reached her former boarding school.

DESERT GOLD

By Zane Grey. Illustrated. Cloth, \$1.50

A romance of the strange wild borderland of the Arizona-Mexico frontier, where American filibusters, Mexican guerillas, cowboys, prospectors have played strenuous parts.

ADDISON BROADHURST, MASTER MERCHANT

By Edward Mott Wooley. Cloth, \$1.25

This is the intimate history of a man who came up from failure to the head of a great department store. The struggles and blunders; what he learned and how he combatted difficulties are as exciting and interesting to read as they are practical and helpful.

THE DRAGOMAN

By George K. Stiles. Illustrated. Cloth, \$1.50

A love story. The heroine is an American girl. The hero is a young Englishman. The scene is Egypt—not the Egypt of hotels and tourists, but the grim hinterland of the Upper Nile, where strange things happen and white men never venture.

THE PORT OF ADVENTURE

By C. N. and A. M. Williamson. Authors of "The Heathermoon," etc. Cloth, \$1.25

A new "Williamson" book that will equal if not surpass their former "travel" novels.

VIRGINIA

By Ellen Glasgow. Cloth, \$1.25

Miss Glasgow has reached a depth in this story of a woman's life—a depth that is seldom stirred. After you have read it you will understand that work cannot completely fill her life. She must be a wife and a mother to achieve perfect happiness.

ISABEL

A Romance of the Northern Trail. By James Oliver Curwood. Illustrated. Cloth, \$1.25 net

A novel of the famous Royal North West Mounted Police heroes of endurance, driven at times to madness in the white loneliness where woman is the rare blue flower, chivalrously revered.

THE MYSTERY OF THE BARRANCA

By Herman Whitaker. Illustrated. Cloth, \$1.25 net

A tale recording the struggles and achievements of two young engineers to develop a Mexican gold and copper mine.

THE OPENING DOOR

By Justus Miles Forman. Illustrated. Cloth, \$1.50

A novel picturing the struggle which the passing of the old order of things brought about in one woman's life.

THE TURNING OF GRIGGSBY

By Irving Bacheller. Illustrated. Cloth, \$1.00 net

This new story of Mr. Bacheller's is full of the same genial satire and humor as his "Keeping Up With Lizzie," and "Charge It."

THE CRYSTAL STOPPER

By Maurice Leblanc. Cloth, Illustrated, \$1.25

THE DREAM GIRL

By Ethel Gertrude Hart. Illustrated. Cloth, \$1.00

"The Dream Girl" wrote the most intimate, fanciful letters that ever beguiled an invalid's weary hours.

PORZIA

By Cale Young Rice. Cloth, \$1.25

Again in the poetic drama, Mr. Rice has reached a very high point of achievement, which should cause it to rank with his best work.

TACKLING MATRIMONY

By George Lee Burton. Illustrated. Cloth, \$1.00 net

NEW LEAF MILLS

By William Dean Howells. Cloth, \$1.50 net

THE SOJOURNER

By Robert Dull Elder. Illustrated. Cloth, \$1.30 net

THE WINGS OF PRIDE

By Louise Kennedy Mabie. Illustrated. Cloth, \$1.30 net

See "Spring Announcement" for Complete Descriptions.

The Musson Book Co., Limited, Toronto

Musson's Exclusive Art Lines

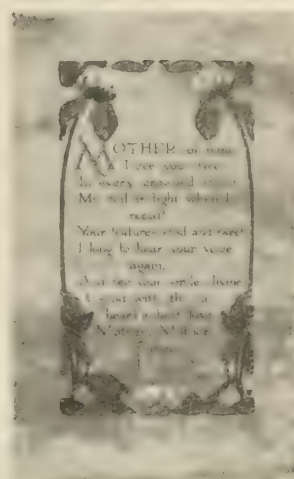
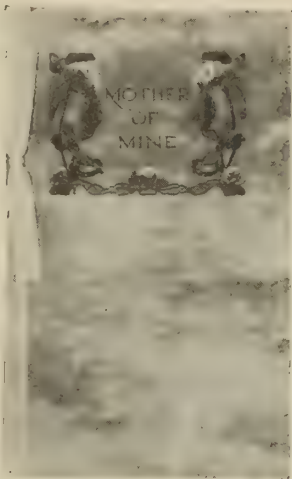
WE SUBMIT TO THE TRADE:

FINE ART LINES that challenge comparison. They will be shown advantageously at our Annual Spring Display at the King Edward Hotel, Toronto, and our salesmen will show them on the road. It will pay the trade to see these goods before placing their holiday orders.

INSPECT THE FOLLOWING LIST:

Volland's Exquisite Productions

Folders for all occasions. Calendars, Christmas Cards, Post Cards, Satchet, Mottoes, Art Papeteries, Blotters, Dinner Cards, Tally Cards and other novelties.



Alexander Baird & Sons' Golden Series

Christmas and New Year's Cards—Royal Illuminated Christmas Stationery, in fancy boxes; Autograph Christmas Cards, in dainty boxes; Cabinet Assortments of Christmas Cards to sell at 5c to 30c each; Golden Series, with blank insets for use as private greeting cards; Cabinet Assortments of Golden Series Birthday Cards, and other features that cannot be detailed here. **A line of exceptional merit designed to yield the dealer a hundred per cent. profit throughout—not to be confused with inferior cards flooding the market these days—Our samples will convince you.**

Canadian Christmas Cards

An Elaborate Range with Coats of Arms of the Different Provinces and of the Dominion.

Barse & Hopkins' Art Calendars

A Large Range of Designs At Popular Selling Prices

Celebrity Art Calendars, Christmas and Birthday Cards, Letters, Etc.

Mason's Christmas Cards

Hand Painted—Celluloid and Boxed Separately



The Musson Line includes the Daintiest and Most Artistic Productions in Place Cards, Favors, Tally Cards and other similar requirements for Social Events.

Woehlers' Steel Die Booklets

Post Cards, Letters, Calendars, Tally Cards, Etc.

Hagelberg Cards, Calendars,

Christmas Novelties, Etc.

Gelatine Print Post Cards

On Water-Color Board. Suitable for Hand Coloring

Photo Post Cards

Plain Bromide and Hand Colored

Good Value for Your Money

Lines that will quicken sales, yielding a handsome profit and earn for your store the reputation of carrying the very best in fine art productions.

A CUT-OUT DESIGN—PLACE CARD.

The Musson Book Co., Limited, Toronto

ANNOUNCEMENT FOR 1913

The Book Department of The Copp, Clark Co., Limited, will this year have its own special representatives carrying books exclusively, showing, in addition to the excellent range of Staple Lines and Fiction for Spring and Fall, the complete showings of the following noted publishing houses:—

T. C. & E. C. JACKS' Beautiful Books, with Color Illustrations.

BLACKIE & SONS' Fine Line of Boys' and Girls' Books.

ALTEMUS & CO.'S World-famous Lines, Vade-mecum, Young People's Library, etc.

ALSO A VARIED LINE OF BOOKS PUBLISHED BY

SIEGEL HILL & CO.'S Dainty Gift Books in Fancy Bindings.

REILLY & BRITTON'S Line, "the "Oz" Books, etc., etc.

JOHN C. WINSTON CO.'S International Bibles and other Publications.

BARSE & HOPKINS' Elegant Range of Dainty Gift Books.

THESE IN ADDITION TO MANY OTHER LINES,
AMONG WHICH MAY BE SPECIALLY MENTIONED

DOMINION CHROMATIC BIBLES

ROMAN CATHOLIC PRAYER BOOKS (India Paper)

DOMINION POETS

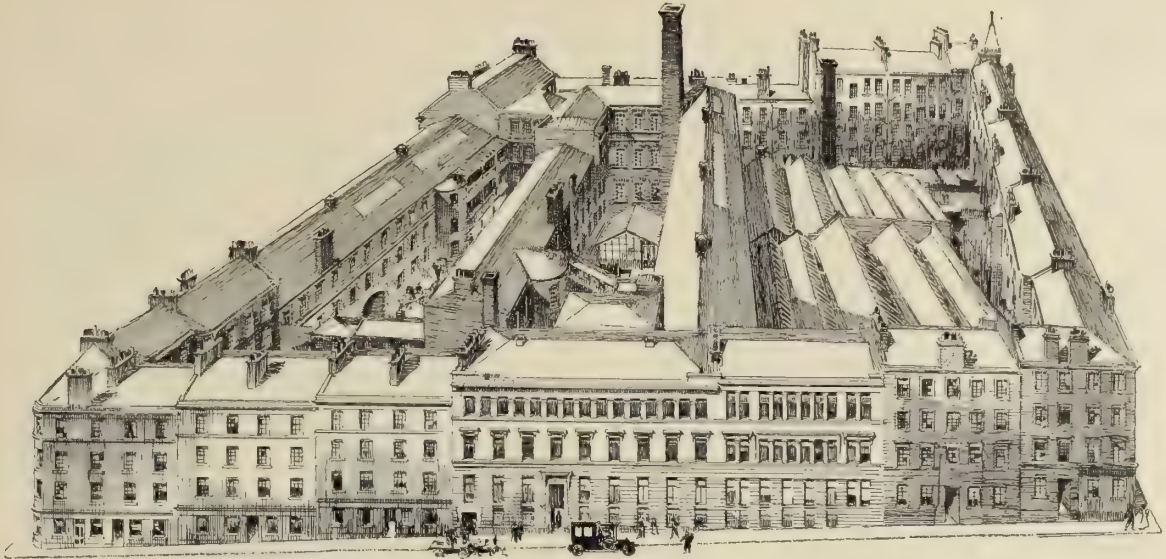
DAINTY AND ARTISTIC GIFT BOOKS

TOY BOOKS, PICTURE BOOKS, BOARD BOOKS

ALL OF THEM BOOKS OF THE
KIND YOUR TRADE WILL WANT.

You will be well advised to defer the placing of orders until you have seen the samples which the travellers of this House will soon be ready to show you.

TORONTO:
THE COPP, CLARK CO., LIMITED



MESSRS. BLACKIE'S WHOLESALE AND EXPORT WAREHOUSES

NOTICE TO THE TRADE

Messrs. Blackie & Son have the pleasure to inform the trade their special representative, Mr. John Mitchell, is now in the Dominion and will be glad to arrange appointments and show samples of the Blackie Picture Books Juveniles, Dictionaries, Beautiful Books in Leather, Poets, French and German Classics etc.

Mr. John Mitchell's
Address:—

For February
KING EDWARD HOTEL
Toronto

Messrs. Blackie & Son's Books can be had from the wholesale houses or shipped direct to you from Glasgow, Scotland—the best and cheapest port in the United Kingdom for exportation to the Dominion.
MOST FAVORABLE TERMS QUOTED

BLACKIE'S BOOKS ALL BRITISH



MR. DEALER

With your co-operation we find the sale of the Washburne Pat. "O.K." Paper Fasteners nearing the 100 Million mark. This has been brought about through the recognised merits of these *Celebrated Fasteners*, the attractive way of putting up, and last but not least, our extensive advertising campaigns, which we have planned not only to maintain but to increase.

In addition to our car advertising contracts for 1913, we are pleased to call your attention to the main part of our advertising list of well known weekly and monthly mediums as follows:

AMERICAN MAGAZINE
BUSINESS
COSMOPOLITAN
CURRENT LITERATURE
COLLIER'S WEEKLY
EVERYBODY'S
HARPER'S WEEKLY
HEARST'S MAGAZINE
LESLIE'S WEEKLY
LIFE
LITERARY DIGEST
McCLURE'S
METROPOLITAN
MODERN METHODS
MUNSEY
OUTLOOK
POPULAR MECHANICS
REVIEW OF REVIEWS
SATURDAY EVE. POST
SCIENTIFIC AMERICAN
SUNSET-PACIFIC
SYSTEM
TECHNICAL WORLD

REDUCTION OF OUR CAR SIGN USED THE PAST YEAR.

WASHBURN'S PATENT ADJUSTABLE

"O.K." PAPER FASTENERS

75,000,000 sold the past year should convince you of their superiority. Handsome Compact Strong. No slipping-NEVER! Made of BRASS in BRASS boxes of 100 each.

YOUR STATIONER 20¢

THE O.K. MFG. CO., Syracuse, N.Y. U.S.A.

YEARLY SALE NOW APPROACHING THE 100 MILLION MARK.

With this extensive advertising, reaching millions of users, will be found always the request to buy from YOU.

In connection with this line of Brass Fasteners, our Nickel-Plated Steel Fasteners are proving good sellers; a trial order will convince you that they are in no way inferior. Put up in nickel-plated steel boxes of 100 fasteners each ten boxes to a carton. Retail price 15¢ per box.

Keep your stock well up to meet the increasing demand.

Your profits will be greater by ordering in larger lots. Write for quantity prices. Samples sent on request.

Washburne's Pat. Paper Fastener is mechanically perfect. Having the advantage of an open recess, on one side, forming a *protecting sleeve*, adapted to receive and protect the paper-piercing point on the other, allows both sides of the fastener to lie flat on the paper and to hold with a "bull-dog grip."



(Enlarged for clearness)

Attractive, Compact, Strong, no slipping, never!
Look Well, Work Well, File Well, and go through the Mails Well.

Easily put on or taken off with the thumb and finger; can be used repeatedly and "they always work."

Our trade mark "O.K." is stamped on every fastener and every box; and this TRADE MARK is your protection. Accept no substitute.

MADE OF BRASS AND NICKEL-PLATED STEEL



Natural Sizes

Put up in bright metal boxes of 100 fasteners each, ten boxes to a carton. PRICES 15, 20, & 25¢. Special, 1B brass fasteners in boxes of 50; 10¢.

SOLD BY ALL RELIABLE JOBBERS IN UNITED STATES AND CANADA.

L. & C. HARDTMUTH, Kingsway, London, England,
Exclusive selling agents for Europe, Asia, Australia, New Zealand and South Africa.

A. M. CAPEN'S SONS, 60 Pearl St., New York City,
Exclusive selling agents for Latin America.

THE O. K. MANUFACTURING CO., Syracuse, N. Y., U.S.A.

Makers of Stationers' Specialties.

Status of the Stationery Store in Canada

Severe Criticism of the Methods of Unprogressive Merchants Who Have Not Kept Abreast of the Times—Future is One of Promise by Reason of Broad Business Platforms of Increasing Number of Live Canadian Dealers—Some Practical Examples.

By F. W. Irving.

Time after time writers in Bookseller and Stationer have been hammering into retail stationers the necessity for being ever on the aggressive in promoting the business equipment department of the trade, and at the risk of overlapping. I'm going to try to press home a few points that appeal to me as being of paramount importance as applied to this branch of the stationery merchant's field, if it is to develop as it should develop.

In the first place, the retail stationery store of 1913, in view of the remarkable development of office appliances that have come into such general demand in late years as to make them virtually business necessities, the modern stationer's establishment should be a "Business Man's Department Store." Some Canadian stores do come under that category, but there are too many retailers who prefer to stick to the narrow-gauge policy of a by-gone age, rather than to adopt the efficient mercantiling methods marking the efforts of leading retail stationers.

Emancipation from the habits and dogmas of dead generations, is gradually manifesting itself in many of the pursuits and activities of the human family, and the extent to which this is true as respects business methods of the present day is reason for jubilation, not so much for what has been accomplished, but because of the promise this gives of advancement to continue.

But for this leavening element, who can say that the retail stationery business as it exists to-day would outlive another generation?

There are plenty of illustrations afforded in existing stores, that will graphically demonstrate the reasonableness of that view. Every man reading this article has, no doubt, immediately conjured up in his mind two examples suggested by observations he himself has made. Perhaps the reader himself comes under the category of those whose merchandising methods are such as to lead to no other logical result than business extinction!

For fear of getting too personal, it is probably advisable to change from the singular to plural, so, instead of singling out the individual "stationary" stationer, it will be the stationers en masse toward whom these criticisms will be directed: always excepting those evangelists of better trade conditions to come—the growing army of genuinely progressive merchants who will eventually bring about the final redemption of the particular trade with which they are identified!

Now for the wormwood and the gall:

In every city and town of Canada there are men masquerading as stationers who are not worthy of the name. Go into their stores and you will see a little of this and a little of that and nothing in particular, except untidiness and dust. Some of them in their business methods are somewhat akin to the old time country store-keeper, who has earned a sort of negative position in the halls of fame as the hero of the boiler story. A customer came into his store wanting to buy a copper-bottomed wash boiler. The shopkeeper disappeared into the dismal and murky depths of the annex and after a devious course amid dilapidated antiques in various stages of disintegration, finally arrived at the particular recess occupied by the dust-covered boiler and then picked his precipitous path back into the store only to announce to the expectant customer that he could not sell him the boiler because there was only one in stock and if he sold that he would only have to buy another!

Instances as injurious to trade as that may be found in the methods pursued in many Canadian stores, not as obviously ridiculous, but more damaging because they concern merchandise in vastly greater demand, with increasing instead of depreciating future possibilities for creating trade.

Instead of mapping out a business-building course of action that will build up a business in the one line of office supplies, outrivalling the total receipts in many of these old-time retail establishments hanging over from the nineteenth century, many an alleged retail stationer, sits back in his store and gloomily contemplates the resourceful enterprise of live free lance men operating from the cities, who to put it into the vernacular of the street, "blow into town" in the early morning and out again at night, clutching an order book fat with profitable orders, which the home man should have and could have had, but for his lack of enterprise or possibly a dog-eared notion that his dignity would be disturbed were he to resort to seeking business outside the store. Even that might be overlooked were his store worthy of the name, because in some cases, there are circumstances and peculiar conditions which make it advisable for a man to confine his enterprise to the pursuit of intensive methods inside the store, but the successful man of that stamp, it will invariably be found, has put into action forces which compel people to go into his store. Effective advertising and general efficiency accomplish that desirable end and such a store, instead of being the cave of a hermit like Solomon Gills, though not as congenial as that fictitious old fellow, is an establishment which achieves a position making it an institution of civic pride. Citizens take their guests there for the particular purpose of demonstrating the superiority of this store over similar concerns in rival towns.

Pride in vocation, plus push and perseverance spells progress and a profitable business career.

The year nineteen thirteen has just struck its stride. If you haven't as yet adopted the progressive platform fall into line in February.

Some Practical Examples.

Sweeney & McConnell, of Vancouver, are among the concerns who have adopted go-ahead methods of the sort calculated to extend the scope of the retail stationer's activities, and the firm's progressive methods are demonstrated in the well-designed and well-written advertisements appearing in the Vancouver newspapers. For instance, just before the first of the year an advertisement occupying liberal space, featuring office equipment, appeared with this caption in prominent type: "The First of the Year is the Time to Change." Then came a well-reasoned argument as to the advisability of changing from the "no particular system" to "a method making office routine a pleasure." Then followed a description, with an illustration of a sectional filing combination outfit, particulars being set forth as to different finishes and prices. The announcement told also of a system of loose-leaf book-keeping, with facts and figures as to the requirements for different offices and the advantages resulting from the use of various items.

The advertisement is full of interest, and good copy of this sort results, not only in direct returns, but will have

(Continued on Page 31.)

The MacLean Pub. Co., Ltd.

JOHN BAYNE MACLEAN
H. T. HUNTER

President
General Manager

PUBLISHERS

Bookseller and Stationer and Office Equipment Journal

ESTABLISHED 1885.

FINDLAY I. WEAVER

Manager

CABLE ADDRESSES

CANADA: Macpubco, Toronto. ENGLAND: Atabek, London, Eng.

OFFICES

Montreal 701-702 Eastern Tp. Bk. Building. Phone Main 1255.
Toronto 143-149 University Avenue. Phone Main 7324
Winnipeg 34 Royal Bank Building. Phone Garry 2313
Vancouver, B.C. H. Hodgson, 18 Hartney Chambers
London, Eng. E. J. Dodd, 88 Fleet St. E.C. Phone Central 12960
New York R. B. Huestis, 115 Broadway, N.Y. Phone Rector 2009
Chicago A. H. Byrne, Suite 407 Marquette Bldg., 140 Dearborn St.

SUBSCRIPTION

Canada, \$1; United States, \$1.50; Great Britain and Colonies, 4s. 6d.; elsewhere 6s.

PUBLISHED MONTHLY.

THE FINANCIAL SITUATION.

There is to-day evidence a plenty that the year 1913 will be extremely brisk from the standpoint of trade and commerce. Nevertheless, it is anticipated that there will be no marked improvement in financial matters. There is every reason to believe that money will continue scarce, due to the excessive demands which will be made. The financing of the war in the Balkans will create a strain on financial resources which will be felt in the sources upon which Canada leans to a great extent for financial assistance. The fact that the great industries of the country are developing at an almost unprecedented rate is justification for the belief that all capital available will be absorbed rapidly.

Back of these outstanding reasons, looms up the all important fact that costs of living have increased enormously. This has reduced the margin of savings and, as the immediate result, has limited the amount of capital available for investment. In Canada there is reported to have been a decrease in savings deposits during the last few months, a significant sign of heavy individual expenditure. This tendency keeps money in circulation and stimulates trade, but the pinch is felt when it comes to financing the developments which increased trade necessitates.

Financial authorities are predicting a year of comparative financial tightness, but are not drawing gloomy conclusions therefrom. A writer on The Financial Post says: "I believe the experience of the year 1913 will prove salutary with well-managed Canadian business. We have to some extent passed the stage of novelty in Canada's great development, and seem more in the mood for sober second thought, and so it would seem that, on the average, business methods and projects will be thought out rather more coolly than they have been—an influence which should be favorable both to stability and net profits. I hope it will not be a boom year."

Undoubtedly there is nothing to fear. On the contrary the financial situation may bring splendid results in the elimination of "wild-catting" and the rash speculation which financial freeness frequently creates.

PRACTICAL EDUCATION.

Enormous sums are spent nowadays on education. Are the returns commensurate with the money expended? This point has been raised by Royal Meeker, an American writer and he proceeds to argue strongly that the best use is not made of the money spent on education. His criticism is that the schools do not educate pupils along the lines which will be of most assistance to a majority of them in after life.

The criticism has a certain measure of truth behind it. Boys leave school on an average at about the age of 13 and engage in callings which demand mechanical or commercial knowledge. Despite the rapid development of the manual training idea during recent years, the amount of useful information imparted to boys in the public schools, which they will be able to apply directly on going to work, is not proportionate to the expense involved.

This is a big problem for the merchant and the manufacturer. One of the greatest difficulties that they labor under is to secure competent help. The manufacturers have realized this and have been agitating, not too vigorously it must be confessed, for a wider development of technical training in the schools. The merchants should join in and help the movement along.

BOOK SWINDLERS AGAIN.

Notwithstanding the repeated warnings the public have had in dearly-bought experiences that would lead one reasonably to the conviction that book fakers would find it hard to continue plying their nefarious operations with any degree of success, two smooth book agents have been reaping quite a harvest in "working" Western Canadian towns. Winnipeg, Portage La Prairie, Carberry and Nelson were among the towns in which these operators found people still blind to the fact that the local bookseller should have their orders—not only on the principle of patronizing local business men, but because, there they would be sure of getting full value for their money, running no risk whatever of being buncoed. The "get-rich-quick" pair referred to, not satisfied with fleecing book-lovers also made a specialty of jumping their hotel bills. It would be well for booksellers throughout the country, to enlist the assistance of the local newspapers in giving publicity to reports of occurrences of this nature combining with them sane advice on the wisdom of buying from the reputable home merchants.

SELLING PACKING CASES.

A leak that is noticeable in a large number of book and stationery stores is the destruction of boxes and packing cases that are received with consignments of goods. A short time ago, the writer was in a store and noticed a clerk in the rear of the building breaking up two medium sized boxes for kindling wood. These boxes cost money and are paid for directly or indirectly by the dealer. The boxes received are usually well made and if care is taken in unpacking, the boxes are practically as good as new after the goods are removed, and there is no reason why they cannot be used for other purposes. A number of dealers have overcome this waste by selling the boxes to local factories. If the merchant instructs his men to use a nail puller instead of a hammer or hatchet in removing covers, he will find that he can usually find ready sale for boxes that are in good condition. In addition to the manufacturers who will always be found willing to purchase boxes if they are in good condition, there are frequent demands for them from farmers and from people moving to some other town.

THE WINDOW.

Every dealer gives—or, at any rate, should give—a good deal of time and thought to his windows. Whether the store be large or small, the relative importance of the windows is the same. Don't neglect them. If you are tempted to do so by seemingly more important duties that crowd upon you, put in new display cards, put in new goods, etc., and these will help solve the problem.

EDITORIAL NOTES.

Don't give up your position and take another every time you have an offer of a little more pay. Consider other things than the present dollar and cents value of the job.

* * *

The cheerful man does better work and more of it than the fellow with a grouch. Be cheerful yourself and keep your help cheerful. It will pay.

* * *

Too much salesmanship is worse for a store than too little. Customers will not go back to the place where they are nagged into buying.

* * *

Better to pay more freight on frequent shipments than to lose money by carrying over-stock which will degenerate into dead stock.

* * *

If you want an offer to attract the public make it such that it will appear attractive from a buyer's point of view rather than from the seller's.

* * *

The employee who will leave you on unfairly short notice is one whom you probably would have found it desirable to discharge later.

* * *

Why not make use of your spare time, your wasted time to study your trade journals more closely and keep in better touch with the world's work in your line?

* * *

There is no quick-and-easy way of developing a big business. It takes a long time and a lot of hard work. Make up your mind to it before you start.

* * *

Cajole a man into buying if you will, but don't attempt anything as old-fashioned as bulldozing or bluffing, brow-beating or bribing.

* * *

If you cannot appreciate greatness in another man it is because you have an exaggerated idea of your own importance.

* * *

It's a wise merchant that knows his own stock so well that he never orders goods of which he already has enough on hand.

* * *

It is scarcely to be expected that a clerk will work his hardest for an employer who is interested in him only for what work he can do.

* * *

Devote your time to curing your men of the big faults, rather than to nagging them about the minor ones.

* * *

A contemporary tells of a traveler who finally secured an order from a dealer after calling on him for twenty years without result. This traveler can certainly lay claim to the virtues of patience and persistence, but we wouldn't boast of the incident if we were in his place. Any man who has to call steadily for twenty years on a prospect before landing an order is not likely to set the commercial world afire with his salesmaking ability. And the time used those twenty years makes the order finally landed a dear one for the firm.

Trade Organization Question

Views Expressed by Leading Members of the Trade—National Body Would Stimulate Provincial Associations.

In response to Bookseller and Stationer's call to the trade for expressions of opinion as to the trade organization question discussed at length in the January issue, some of the leading booksellers and stationers have dealt with the subject in an interesting manner, bringing out salient points that will command the keen attention of the trade.

H. W. B. Douglas, president of the Douglas Company, Limited, Edmonton, Alberta, writes:—

"We are very much in accord with the idea of reorganizing the Booksellers and Stationers' Association. We are strongly in favor of the idea of forming a National Association, as we think that this might have a tendency to stimulate the Provincial Association.

"We are also strongly advised recommending that Provincial Associations should be formed, which would be affiliated with the larger associations. Might say that the writer is president of the Provincial Association, and, while like many other associations, it is not very aggressive, yet it has manifested itself in the advantages that have been gained in Alberta with regard to the Provincial Government publishing their list of School Texts at an earlier date than in previous years, and in securing the assistance of the Provincial Government and recognizing to a certain extent that the local booksellers play no unimportant part in handling the book trade for the province. Besides this, provincial organization is a means by which the leading members of the trade from time to time can get together and discuss questions which are of vital interest to the trade. Ours is one of the younger associations, and we are, therefore, not in a position to give very many suggestions."

In the course of a letter from F. E. Osborne, of Calgary, he says:

"I note your inquiry in regard to our organizing a book and stationery association along national lines. In reply, I would say that half a dozen of the dealers in Alberta got together and endeavored to form a Provincial Association here about two years ago, but outside of the promoters we were only able to interest some five or six members in the idea.

"We had some big questions which a strong organization might have carried to a successful and profitable issue, such as freight classification, whereby books are given a different rating than stationery, and, consequently, cannot be brought in a stationery car. We were able to do some little good for the trade in general, but a strong organization would have accomplished more. Undoubtedly a strong National Association should accomplish good work if the proper officers and executive were put in charge."

Albert R. Geen, the Belleville merchant, who was a leading spirit and effective worker in previous organizations, writes as follows:—

"In reply to yours of recent date, which came in the midst of the Christmas rush, which has been by far the best on record, I am strongly in favor of reorganization of Booksellers' and Stationers' Association. There are many things that might well be discussed by such a gathering to our mutual advantage: left to ourselves we naturally become narrow. Meeting together year by year should and, I have no doubt would, broaden and enlighten us, for no one of us has all the knowledge or good ideas. 'In the multitude of councilors there is wisdom,' and, further, we are likely to find that there is a lot of good in the other fellow that we do not suspect."



Office Equipment

STEEL VS. WOOD.

The demand that has manifested itself so strongly, especially in the past year, for steel filing cabinets should be a strong message to stationers. Indications are that there will be an ever-widening sale of steel cabinets and office tables as well as chairs, and vault fittings. These steel products can be furnished in different finishes including excellent imitations of oak and mahogany.

An important advantage of steel is the fact that it will not warp, swell or shrink and is not affected by weather conditions as in the case of wood. These are some of the strong arguments in favor of steel and that they will win out over wood eventually seems to be almost a certainty. Therefore the stationer should be on the alert, watching the newspapers and otherwise keeping in touch with building prospects. New office buildings afford excellent prospects for sales of vault fittings. Concerns moving into the new offices will probably require something in the line of filing cabinets and there is no telling to what extent in the way of unlooked for business, such enterprise will lead to.

Some stationers who are clinging to old office furniture installed back in the eighties or nineties might well begin by turning their own offices into models. It would be a good investment because the stationer then could use his own office and appointments as part of his selling machinery, affording the opportunity of making actual demonstrations to prove the worth of any new equipment he endeavors to sell to others.

OFFICE EQUIPMENT TESTS.

THE newly organized Department of Surveys and Exhibits of the Russell Sage Foundation is interested in methods and equipment for efficient office organization, for the following purposes:

- 1.—To improve its own office administration.
- 2.—To strengthen social welfare campaigns in cities throughout the country.
- 3.—To advise in the administration of exhibitions, expositions, congresses, etc., and to advise a group of national organizations desirous of using the results of this Department's experience.
- 4.—To offer suggestions to sociological institutions, women's clubs and other social welfare groups not usually familiar with the best modern practice.

This Department will test methods, materials and appliances in actual office practice. The reports on approved goods and appliances will be available to the various groups of people and organizations which the Department seeks to serve.

As far as practicable approved items will be given free space as exhibits in actual use.

Representatives of manufacturers or dealers planning to call should write for advance appointment. All correspondence should be directed to E. G. Routzahn, Department of Surveys and Exhibits, 31 Union Square, New York.

John S. Underwood, president of the Underwood Typewriter Company, has leased part of the new chamber of commerce factory building on Hawthorn street, Hartford, Conn., and intends to manufacture, as a private business enterprise, a typewriter adding machine.

The Noiseless Typewriter Company has recently completed a new machine in which the lack of speed, which was the chief defect in the old model, has been overcome, says the Hartford, Conn., Courant. The model is ready to be put on the market, but the officials of the concern are awaiting better conditions in the money market.

ADVANCE IN LIGHT-WEIGHT PAPERS.

Increased cost of manufacture has caused the American paper mills to advance the price of all flat writing papers selling for more than 5½¢ a pound and less than 15¢ a pound, if made on a basis of weight lighter than 17x22—16 pounds to the ream of 500 sheets. These papers will hereafter be invoiced at the same price per ream as a ream of the same size made on a basis of 16 pounds folio. In the case of paper selling at 5½¢ a pound or less, the charge is to be advanced 15¢, 30¢, 50¢ and \$1.00 per hundredweight respectively on 17x22 paper weighing 15, 14, 13 and 12 pounds to the ream. There have been material advances in wages in the writing paper mills recently.

MARKERS FOR CARD SYSTEMS.

The use of adjustable metal markers or signals on the top edges of the cards will practically double the efficiency of card systems, as one card may thus serve a double purpose. The position of a signal may signify one thing, its color another, and a number or letter printed on it may indicate another classification. Cards may be filed in any desired order and cross-indexed by means of these little devices.—Efficiency Magazine.

SALESMAN AND HIS WORK.

The salesman who has no ambition is surely in the wrong store. If he is not in a receptive mood he had better not come to business.

The people who have achieved the highest success are those who are able to grasp an opportunity when it presents itself. If there is one weak link in your chain the whole structure will fall when the strain comes.

Punctuality is one of the greatest essentials of the system. If your time to arrive is 7 o'clock, it is unbusinesslike to arrive a little later, and it is wrong.

Every day each one of you, at some time or other, is being weighed in the mental balance by the management. They know who is fit to fill the important position when it becomes vacant. Remember if you sow corn, corn will grow not wheat.

The men and women who have no ambition are a handicap to the institution. In this age of competition no business can afford to carry a handicap.

A lot of business is lost through lack of courtesy, and the clerk who overlooks its importance not only does damage to his employer, but to himself.

News Notes of the Stationery Trade

Paragraphs About Happenings and Business Conditions in Various Centres—Personal Items About Men of the Trade.

If at first you don't collect, try, try again.

Everything comes to him who waits—except payment on old bills—and sundry other things.

An addition to Menzies & Co.'s selling force is J. Moore, who formerly covered Western Ontario for the Howard Smith Paper Company, of Montreal. Mr. Moore will cover the province of Ontario, including Toronto. The Maritime Province territory will in future be in charge of A. S. Hill. Mr. Menzies left a few days ago on his first Western trip for 1913.

A lead pencil manufacturing establishment has just begun operation at Burnside, Ky., with a force of sixty people in the factory. The factory was located at Burnside on account of a particular character of cedar, which is somewhat abundant along the river cliffs of the Cumberland.

A handsome souvenir which comes to Bookseller and Stationer with the compliments of Balfour Reekie, manager of the Canadian branch house, of Gordon and Goteh, is a portfolio and diary, providing liberal space for filling in each day's engagements. In addition to the diary, there is a blotting pad and a memo pad, the whole constituting a useful desk accessory.

Several inquiries have reached the Secretary lately from Canadian engravers asking for information about our Association and for copies of its publication, says the Engraver's Bulletin, official organ of "The National Association of Steel and Copper Plate Engravers of the United States."

In a recent advertisement in one of the weekly periodicals Blaisdell Paper Pencil Company, Philadelphia, offered to send two of its pencils free to any schoolboy or girl between 6 and 14 years of age who would agree to show two people how to sharpen them.

A New York newspaper says that "Nell Rose," the new shade of correspondence paper, recently named for Miss Eleanor Randolph Wilson, daughter of the President-elect, is apparently gaining popularity by leaps and bounds. The paper had a big sale in December.

W. J. Brown, Charlottetown, P.E.I., who recently bought the post card and novelty store of J. D. Taylor, has added several additional lines, including Bibles, prayer books, hymn books, fiction, stationery, toys and sporting goods.

Following is the list of winners in the competition of Buntin, Gillies & Co., Ltd., Hamilton, for the best original designs with suitable titles for reproduction as covers for Scribbling and Exercise Books:—

1st prize of \$10.00, Miss Florence Luton, Owen Sound, Ont.; 2nd prize of \$5.00, Miss Allegra Palmer, Canton, Ont.; 3rd prize of \$3.00, Miss Althea M. Morden, Niagara Falls, Ont.; 4th prize of \$2.00, Miss Florence Dickson, Dryden, Ont.

Special prizes of \$1.00 each: Miss Agnes E. Southby, Port Hope, Ont.; Miss Eleanor Eadie, Guelph, Ont.; Miss Florence C. Downing, Glace Bay, C.B.; Miss Della Wilson, Gananoque, Ont.; Mr. Alfred Casson, Hamilton, Ont.

Follis and Findlay have succeeded Thomas Little in the book and stationery business at Carmangay, Alta.

Be courteous, because you feel that way, not because it is a part of the programme of the store. If you do not get eight hours' sleep, you will not feel like it—you may have a grouch. What do the public want to know about that? When you have trouble keep it to yourself, don't impart it to everyone.

It may not be so bad if your views are one-sided—providing you always look upon the bright side.

Harry Hook left for the West for A. Roy McDougall & Co., a few days ago. George Popham left at the same time, his trip covering Ontario and Eastern Canada.

Montreal trade visitors to Toronto in January included Thomas Swan, manager of the Imperial News Company's Montreal office, and H. A. Dunne, proprietor of The Outremont Bookshop.

John Sutherland, of Woodstock, was among the buyers seen in the Toronto wholesale houses in January.

A blaze in the store of Robert Symons, 11. George St., Toronto, did \$500 damage on January 8th.

Reed's Bazaar, Edmonton, Alta., was destroyed by fire on the night of Jan. 11th.

The annual display of import foods of The Copp Clark Co., will be made at the Queen's Hotel for three weeks, beginning February 24th. Holiday books, Christmas trade novelties, papeteries, calendars and pictures, cards, leaflets, booklets, postcards, will as usual be strongly featured. The dates chosen were on account of those weeks following well after the completion of the work of stock-taking and before the active wall paper selling season, consequently being the most suitable time for the trade to visit Toronto. The firm confidently expects a greater number of buyers than ever to visit them on the occasion of this annual display.

Alling and Cory, of Pittsburg, sent out to the trade an illuminated Christmas greeting folder printed on hand-made deckled edge parchment, and introducing in subdued tints an illustration of the company's plant.

W. W. Swain is the new owner of the Kindersley Drug and Stationery Store at Clarion, Sask.

Damage to the extent of \$1,500 was done to the building and stock of J. G. Kilt's bookstore, Rideau Street, Ottawa, on January 11th.

Mrs. Alice Dwyer, St. John, N.B., suffered damage to the extent of \$100 when a main drain pipe running along the roof of the building flooded her store, on December 27th. The damage was confined to Christmas stock of books and pictures.

Thomas M. Jefferson of The Art Metropole, Toronto, spent the week of January 20th in New York.

J. P. Brinsmead has joined the selling staff of the Musson Book Company. He is covering Western Ontario, handling their Valentine cards and staple lines.

A "reader" in a Phoenix, B.C., newspaper, began:—"The headquarters for Santa Claus in Phoenix is the bookstore." Then followed a description of holiday lines, the paragraph winding up with "Armstrong's Bookstore."

Melanson's Book Store, Moncton, B.C., has moved into a new store on Church Street.

Stationery as an Index to Personality

Something About the Note Paper Styles Affected in Paris and New York—The Aristocracy of Letters.

How often one hears the remark made with a deprecatory smile, "My one extravagance is writing paper." Small wonder, indeed, that it should tempt even the most moderate, for it is one of those superfluous necessities which not only shows the full value of the money invested, but which serves as an index to the taste and social position of the writer, so true is it that, to a greater extent, one is judged by the paper one uses. Who, for instance, at some time in their lives, upon receiving a formal note on invitation, has not scanned the flap of the envelope to see if the stationer's name was worthy of the function and of the position assumed by the sender? If worthy, a certain feeling of satisfaction is experienced that the sender has lived up to what was expected of him or her; if unworthy, a certain exultant sensation that the pet economy of the individual has been thus discovered.

Fads of Color and Marking.

Paris stationery is very attractive. Some of the ideas are, of course, a bit different from our own, but the quality and color are charming. At present it appears, according to Saintyves (and in Paris one could scarcely have a better authority), that for letters, paper measuring six by nine inches is the preferred size, but in note, letter, and correspondence cards, the shape is a matter of taste; it may be a square, the usual oblong, or a long and narrow oblong.

Some women affect one particular color for all their personal things, such as ribbons for lingerie, the markings of linen, and boudoir decorations. In that case, the stationery is, of course, also in the chosen hue. A New York society woman, following this idea, is reported to have stamped her mauve envelopes with three-cent stamps in order to complete the harmony of the lavender.

Stripes and Borders.

Monna Delza, a pet of the Parisian public, pens her thoughts in red ink on paper of creamy linen, stamped with a scarlet address; the French stamp being red, her symphony is complete. This is an affectation which few Americans would adopt, but which many French women have already taken up. So this year Parisiennes may have all tones of paper from the deepest khaki to cream.

The newest paper is striped or bordered. The former style striped, but not bordered, shows a white background striped with colored hair-lines running either crosswise or lengthwise, and so close together as to be scarcely discernible as a stripe.

The bordered paper is of French organdy or thin line. It is white with a colored edge measuring from a sixteenth of an inch to a quarter of an inch wide; or again the paper is in some pale shade bordered in white or in a darker tone of the same color.

Odd to American eyes, but nevertheless most convenient for the hasty, informal note is the one-piece paper. When folded and sealed, it looks just like the usual letter, and is somewhat akin to the petit bleu so much used by Parisians.

In monograms or initials there is apparently but little change. Small squares, circles, rectangular and diamond-shaped figures in color, with the name or initial printed in the middle, are still most favored. The novelties and variations are found not in the form, but in the combination of colors. A pale gray paper bordered with white was marked in the upper, left-hand corner with small,

black, printed letters on a background of old-rose in a diamond-shaped frame of white dotted with black.

Little French Fads.

This introduction of a touch of black into the marking of letter paper is characteristic of Saintyves, and figures in many of his most attractive designs. A particularly pretty style is printed in white on a dark cerise ground, delicately outlined with black. The same design is shown in another paper, where both the letters and the outlining are black.

Occasionally initials or monograms are placed upon the flap of the envelope as well as upon the paper. The initials are in a darker tone of brown and are placed slantwise in a square white frame outlined and dotted with brown.

Sealing wax and a seal are, however, used by the French in preference to the envelope monogram. The color and scent of the wax and the stamping appeal to their love of romance and coquetry. In fact, so popular is the seal in Paris, that one of Saintyve's newest and most novel designs is in that form. This is a paper intended for half mourning, and is in pale grey or lavender edged with black. The seal, placed at one corner, is in black, and the letters are engraved in white. White is particularly attractive as a paper for light mourning, and it is also used with good effect in bordered paper, when the seal is the same color as the edge.

Buff paper edged with gray and having white letters outlined in gray, is an odd combination which has had great success, and is especially good when used in the form of the letters shown.

A buff striped paper has a green circular frame dotted with gold to resemble the popular enamel work. This frame is outlined with black and has black printed letters on a white background.

While, as has been said, all colors are allowable, yet from the hundreds of models shown as those most in demand, it seems that gray and buff are most fashionable.—Vogue.

COMMUNICATION.

Hamilton, Ont., Dec. 28th, 1912.

Editor of Bookseller and Stationer,
Toronto, Ont.

Dear Sir;—

Another Christmas has passed away, and it has been a very busy one with all the dealers to whom I have spoken. There is one thing that I would like to bring before the Booksellers of the Dominion, and that is, for the coming year to cut out to the smallest possible limit all the books with a discount of only 25 per cent. Every dealer must know, and I am sure that the publishers are well aware of the same fact that 25 per cent. does not cover the cost of doing business, and the retail trade should cut out everything that has to be sold at less than the cost. The shortest discount on which a retailer can do business, with any profit is 33 1-3 per cent., and he should refrain from showing or pushing any books at a less discount.

Yours very truly,

J. G. Cloke.

The following item from a Vancouver newspaper shows an interesting method of obtaining special attention for a particular book: "A few copies of Mrs. Her-ring's latest book, "Nan," and other pioneer women of the West, are on sale at H. Morey & Co.'s bookstore in this city."



Post Cards & Art Novelties

Season Cards, Folders, Letters and Greetings
For all Occasions

Growth of the Art Novelty Department

Art Publications Now Constitute an Extensive Department in the Trade — Tendency Toward Better and Higher Priced Lines—How Dealers Can Boost the Movement.

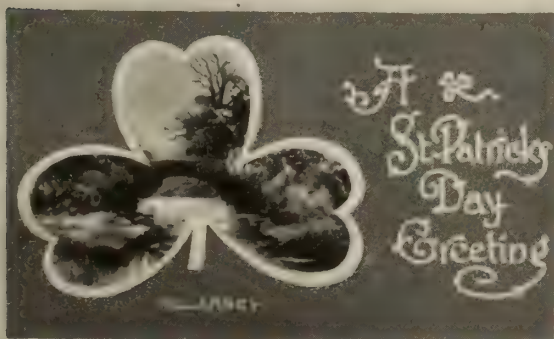
Full page advertisements in the Saturday Evening Post by such concerns as the A. M. Davis Co., of Boston, whose lines are handled in Canada by the Copp Clark Co., and the P. F. Volland Co., of Chicago, represented by the Musson Book Co., in this country indicate the faith of manufacturers that the public is ripe for holiday card productions at higher prices than have ever before been asked in the trade. The retailers cannot fail to appreciate what this means and they should encourage the movement because it will open up a new field, leading to the handling of items of this class at prices which several years ago would have been considered prohibitive and utterly beyond reason. The publicity work of the different manufacturers and the greater merit going into their productions, augur well for big things to come in this department and interesting developments are forecast for the 1913-14 holiday season.

Increasing quality is being evidenced all along the line—even the low priced cards, considered generally, are gradually taking on a better tone. There is, of course, still an extensive demand for gaudy productions, which must be met. The buyer must ever keep

in the place of customers representing the various classes and tastes. Every practical merchant knows that it does not do to restrict his purchases to articles appealing to his own particular tastes. He can be guided safely by past experiences as to the requirements to be met and tastes that may safely be appealed to. The buyer who also does a great measure of the selling, however, is in a position to exert his own personal influence most effectually. Thus an item that appeals to him with special force when he is buying, is likely to be a good seller on account of that very enthusiasm, because the latter element is contagious; a salesman has little difficulty in effecting the sale of any particular article of a class of goods in demand, when he himself favors the item. If it has genuine merit, the prospective purchaser cannot fail to be influenced by the manner in which the sales-



St. Patrick's Cards, shown by Musson's.



A New Card in Pugh's Line.

man enthuses about its value, novelty, pleasing appearance, or quality.

Very few men will dispute that statement and consequently the trade will readily admit that if the salesman has this power in the sale of particular items of merchandise, he can exert a compelling influence to create demands for certain classes of goods. Thus, with aggressive effort of the different salesmen and merchants co-operating with the efforts of the manufacturers, it should not be a very difficult undertaking to extend trade in art productions in line with indications which have been mentioned. The department has already grown to such proportions that it is no longer, as formerly, included in the general term of stationery and in fact it would seem advisable to give it equal prominence with the other principal lines. For instance, the firm name might, in advertising be combined with the term: "books, stationery and art productions."

this in mind. When making selections he should endeavor in turn, to put himself, to the best of his power,

The postcard trade in the United States no longer enthuses about the cheap and nasty productions as this paragraph from a United States exchange indicates:—

"Better cards and a better profit on every sale seems to be the cry in all sections. Of course there still remains in the trade a certain element that is looking for an opportunity to get out its investment by some hook or crook or at least a portion of it. It will no doubt be some time before this price cutting factor has been eliminated.



But with all that the general trend among the dealers is not to look for cheap cards, but rather to make their selections from fresh, clean stocks."

The postcards of the Detroit Publishing Company are now appearing in a series of Little "Phostint" Journeys, each "journey" including forty cards covering the most interesting features of particular cities, districts or subjects. They are put up in the form of books with leather backs and titles in gold. There are thirty-five such journeys forming an interesting guide to picturesque America.

TRADE OPENINGS.

Manufacturers' Specialties and Novelties.—A Havana broker with many years' experience in the trade is anxious to hear from Canadian manufacturers. Catalogues and prices c.i.f. Havana should be sent:

Paper Bags.—A Cienfuegos firm is open to receive samples and quotations on paper bags.

Stationery and Leather Goods.—A London firm manufacturing loose leaf account books, and various specialties in stationery and leather goods, wishes to arrange for their sale in Canada.

Which Size do you Favor

Expressions of Opinion by Dealers as to the Tendency Toward Increasing the Standard Size of Magazine Pages.

The present tendency toward enlarging the size of the pages of standard magazines to what is technically termed as "the flat," is a subject of trade interest and there is a feeling on the part of the majority of the trade, as indicated by interviews with and letters from dealers in different parts of the country, against the innovation. Among the magazines that have made the change are The American Magazine, Current Opinion, formerly Current Literature, and The Metropolitan.

O. G. Smith, of R. O. Smith & Co., Orillia, writes:

"As to the tendency to increase the size of magazines, I personally favor the smaller size as with constantly increasing list of magazines it is becoming a problem to show them and the extra space required by the enlarged numbers will make them a nuisance."

F. E. Osborne, of Calgary, writes:

"In regard to the change in size of the American Magazine, I think it is a little early yet to predict results. I think most news dealers are prejudiced against that or a larger size, preferring the regular magazine size, probably more on account of custom than any real dislike to the new size. Certain it is that many magazines, which have been published somewhat on the present size of the American Magazine, have fallen off very materially in counter sales, and it remains to be seen whether the American Magazine will follow in the same path or be strong enough to blaze the way for the others."

W. K. Ireland, of W. K. Ireland & Son, Owen Sound, in a letter on this subject said:

"With regard to the tendency to enlarge the pages of the monthly magazines, we are decidedly against this innovation for several reasons—strongest of all is that customers do not like the change and are not adverse to saying so; thin weeklies can be rolled up and shoved into a man's pocket,—a different proposition to the bulky magazine which makes an awkward parcel for a man to have about him."

H. W. B. Douglas, president of the Douglas Company, Limited, of Edmonton, states a preference for the 7x10 standard size.

Albert L. Geen, of Belleville, says:

"I am inclined to favor the present size of magazine."

—❁— "THERE'S NO DEMAND FOR IT."

If ever there was a worn-out, worked-to-death and meaningless phrase, says Gilt and Glimmer, it is, "There's no demand for it." The merchant should not wait for the demand, he should take the initiative and be quick to grasp the trend of thought. No book publisher waits for the public to tell him what set of novels to publish. No artist asks his friends what kind of picture they would like him to paint. In what we call "Staples," we must, of course, consider the demand, but in a business which is built upon art the dealer is wise who ignores the question of demand, in at least a portion of his line, and leads the way into new fields. The retail customers are like sheep, they follow a leader, and are always eager to visit a store where at least some few things may be found reflecting the dealer's personal convictions. The man who waits for the "demand," simply trails along at the end of the procession.



Athletic Goods, Leather Goods Fancy Goods and Toys

Really, friends, the idea looks live. Give it a chance—now.”



FACTS ABOUT THE JAPANESE TOY INDUSTRY.

Some interesting information has just been published about the rapidly-growing Japanese toy industry. In 1909, the export of toys from Japan was valued at \$437,989, by 1910, it had grown to \$743,982, whilst in 1911 it made a further large increase and reached the very considerable figure of \$944,575; nearly doubled in value in three years. Of course, many Japanese toys are specialties of wood and papier mache, but it is astonishing what a number of clock-work-driven railway trains, motor cars, men-of-war, and other mechanical toys are now produced and exported, the export being chiefly to China, India and the Dutch Indies.

The Japanese specialties of papier mache, pottery and wood find their chief markets in America and Europe where there is naturally little demand for Japanese mechanical toys, owing to the excellence of the respective home productions. Germany and the United Kingdom are large buyers of paper, papier mache, pottery, and bamboo toys, while large numbers of animals made of papier mache go to America. Last year the export to America was valued at \$202,314, and the United Kingdom was a buyer to the value of \$137,000.



In the leather section of the fancy goods trade a considerable demand has been experienced by the recently introduced attache case for ladies, some of which are charming specimens, made up in plain or crocodile leathers and silk lined. As the week end habit is growing with the gentler sex a few of these should be displayed in all up-to-date showrooms.



STATUS OF STATIONERY STORE.

(Continued from Page 23.)

the general effect of strengthening the hold of a firm upon readers who will naturally class the firm as alive, aggressive and capable. The prestige thus achieved is, therefore, more valuable than the sales that can be directly traced to the advertising.

Some practical examples of the effective business equipment advertisements that ought to mark the efforts of progressive stationers are those of a few office equipment manufacturers who advertise direct to the consumer—some of them sell to the retail stationery trade, while others do not; but at all events the advertisements are of the sort that retail stationers should use. The advertisements in question contain no copy or undertakings that could not be advantageously employed by the retailers themselves in their announcements. Any issue of any of the metropolitan dailies will afford examples of this nature. The papers should be carefully scanned for them and the ideas gleaned thereby should be made to do duty in advertising that will bring increased trade to the local dealer. In this and other intelligent methods may the local dealers extend their trade. May they be adopted by the retail stationers throughout Canada in 1913!

Birthdays and the Toy Trade

Practical Proposals for Increasing Trade and Helping Along the Year-Round Idea—A Suggestion to Make Dan Cupid the Patron Saint of Birthdays.

Instead of only wishing that the big business of the holiday toy season might continue throughout the whole year, why not bend your efforts toward at least bringing about a bigger year-round business in the toy department. For instance, the gift-giving instinct of humanity is not confined to the few weeks of the Christmas season—every day is the anniversary of many birthdays. Almost everybody you approach will likely turn out to be an immediate prospect for the sale of a toy or toys to go to some little girl or boy. Consequently why should the toy department not be kept going without interruption year in and year out? Special occasions, naturally mean special efforts, such as the elaborate preparation for Christmas trade, but dropping back into absolute inaction until the next Christmas season is the height of folly. In February, St. Valentine's Day can be made a particular occasion to feature gifts for children and every other special day will bring suggestions for business of a special nature in the toy department, but every day is a birthday and it only needs the focusing of attention to that big fact to get the dealer to realize the wonderful opportunity this spells for him.

A writer in Playthings makes this suggestion:

“Appoint Dr. Dan Cupid patron saint of birthdays, to become as familiar a figure whenever birthday toys are considered, as is Santa Claus in respect to Christmas toys.

Cupid, personifying love, marriage, and children is a natural choice for a position such as this, and the association of the little M. D. with playthings, the practical acknowledgment of love for little ones, does not seem to be one whit strained. On the contrary, the proposed association seems to possess a delicate sentiment that offers toy men a genuine opportunity of booming the sales of birthday toys as never before. Somebody has to start the new ideas and prove their merit. So, there is recommended the use of Dan Cupid, M.D., on display cards, in lay figure form and impersonated with regard to the conventionalities. Let the toy windows and the toy advertisement boom the little doctor, driving the clinching nail in this proposal to line him up as the patron of birthday toys.

Consider for a moment what a widespread public appreciation of birthdays means, children's parties daily, where from ten to fifty children get together, each guest giving the host or hostess a present, the host or hostess returning courtesies in kind.



Books



List of the Best Selling Books

Checked Up from Returns Submitted by Representative Booksellers—Reports of Publishers' Best Sellers.

Canadian Summary.

1. Corporal Cameron (Ralph Connor)	96
2. Rhymes of a Rolling Stone (Robert W. Service)	43
3. The Long Patrol (H. A. Cody)	37
4. The Net (Rex Beach)	30
5. Their Yesterdays (Harold Bell Wright)	27
6. Sunshine Sketches of a Little Town (Stephen Leacock)	18

Best Sellers in the United States.

(As Compiled for Baker & Taylor's Bulletin)

Their Yesterdays (By Harold Bell Wright) ... net	1.30
The Lady and Sada San (By Frances Little) ... net	1.00
Corporal Cameron (By Ralph Connor) ... net	1.25
The Upas Tree (By Florence Barclay) ... net	1.00
A Romance of Billy Goat Hill (By Alice Hegan Rice)	net 1.25
Cease Firing (By Mary Johnston)	net 1.40
Daddy-Long-Legs (By Jean Webster) ... net	1.00
The Unknown Quantity (By Henry Van Dyke) net	1.50
The Net (By Rex Beach)	net 1.30
The Harvester (By Gean Stratton-Porter)	net 1.35

Publishers' Best Sellers.

Bell & Cockburn.

1. Sunshine Sketches of a Little Town.
2. Smoke Bellew.
3. Bachelor's Buttons.

William Briggs:—

1. Rhymes of a Rolling Stone.
2. Romance of Billy Goat Hill.
3. Black Creek Stopping House.

Cassell & Company.

1. Child of Storm.
2. Sincerity.
3. Man at Lone Lake.

The Copp, Clark Co.

1. The Knave of Diamonds.
2. The Unknown Quantity.
3. The Way of an Eagle.

Henry Frowde.

1. Master of the Oaks.
2. Between Two Thieves.
3. The Bride's Hero.

McClelland & Goodechild.

1. The Happy Warrior.
2. Joyful Heatherby.
3. A Cry in the Wilderness.

McLeod & Allen.

1. The Valiants of Virginia.
2. The Fortunes of the Landrays
3. The Adventurer.

Macmillan Company.

1. The Rich Mrs. Burgoyne.
2. The Heroine in Bronze.
3. The Friar of Wittenburg.

Musson Book Co.

1. The Net.
2. The Lost World.
3. Flint and Feather.



Vicious Reading and its Victims

Cobalt Bookseller Deals With Degrading Influence of Foolish Print Upon the Mind—Advocates Government Restriction.

Following is a letter from J. S. Silvertown, bookseller, of Cobalt, Ont., which appeared last month in an issue of the Toronto Mail and Empire.

As a small bookseller catering to the ordinary class of men, women and children, I have had plenty of occasion to observe the degrading influence of foolish print upon the human mind. I am not a scientist, and still less, in particular, a scientific psychologist, so I do not undertake to say whether vicious reading may be the origin of some spoiled minds, or whether some minds spoiled by something else somehow cannot resist the fascination of bad reading matter.

As in this problem are involved things that are so exceedingly otherwise than mere bricks and logs, I will leave the controversial aspect of the problem to those who can see invisible things more strikingly and better than I can. But the Government is not composed of long-haired academicians. They need not postpone legislation—practical activity—until the matter has been caught in all its infinite relations. Once we know it is an evil, why should the Government hesitate to apply to it some practical measures?

There is a class of public men who pile up all their energies upon the eradication of one and the same social evil, leaving the other evils free to play according to their own sweet tendency. But social evils, mark you, do not attack society, like the individuals of a mob, devoid of organization and concerted action. There is a great deal of "togetherness" inherent in our social evils—a matter which deserves keen attention and lots of sagacity. The devil organizes his messengers to us, don't you forget it.

Social evils have also got a habit of carrying on business during alterations from our inadequate interference with them, in quarters that belong to other and totally dissimilar evils. For example, the evil of drink is not particular after seeing men rolling in the mud; its work is well paid for if it be followed by men who prefer to be wallowing in some other unclean thing. Therefore social evils—these which are evils, reasonably so—must be handled all at once, as if the many were but one. Such social action would at least justify us in the eyes of the Eternal that we have done our "best," that nothing has escaped the vigilance of our consciousness; for that marks the border of the sphere of our social duty.

Valentine Book Trade

Valuable Suggestions for Retail Booksellers Provided by Scheme Put Into Effect by Publishers.

In addition to the trade in greeting cards, folders, panels and various novelties coming under the direct heading of Valentines, St. Valentine's Day, is now being made the basis of special appeals by book publishers with boxed holiday editions, specially gotten up with ribbons and valentine bands for presentation "To My Valentine." The Bobbs-Merrill Company went to the trade with an extensive showing of presentation volumes and novels treated in this manner. The idea can be applied by booksellers themselves by having ribbons and bands prepared by their printers, to be used on the holiday volumes carried over from the Christmas season. The same scheme should be followed for Easter and thus, not only will the percentage of losses from books carried over from season to season be lessened, but new demands will be created with the prospect of being materially extended in future years.

That is the sort of intelligent enterprise meant by the frequently advocated "intensive merchandising."

Few retail trades are so much in need of stimulation of this sort as the book business in spite of the fact that, essentially, books, generally considered, appeal to people of all ages and practically of all classes.

There is still time to adopt this business-promoting method for the 1913 Valentine trade. Procrastination will mean lost business, therefore "obey that impulse" and "do it now."



Authors and Their Books

**Information of Trade Value to Booksellers—
Pointers to Help the Dealers to Sell More Books.**

The Germany-England situation is the subject of two recent pamphlets: "Das Verwöhnte Deutschland—ein Vergleich mit England" ("Germany spoiled—a Comparison with England"), amusingly written by Wilh. F. Brand, published by Carl Reissner Verlag, of Dresden, at 50 pfennig; and "Le Conflit Anglo-Allemand: La Guerre improbable," a timely study by Michel Paolovitch, published by M. Giard et E. Brière, of Paris.

Additions to Cassell's popular fiction in 35e editions include "The Innocence of Father Brown," by Chesterton, "The Double Four," by Oppenheim, and "The Jesuit," by Hocking.

Hamilton Drane writes of the days when the settlers first broke into the great Southwest. His hero, "Madison Hood," who gives the book its title, is a young New England lawyer who joins the sturdy homeseekers, and gains wealth, fame and greater things as the settlement grows. The book is to be put out by the Hamming Publishing Co., of Chicago.

Dr. Lowery's sexology books, "Herself," "Himself," "Truths for Boys," and "Confidences for Girls," and Dr. Walling's book "Sexology" are being brought out over the imprint of McClelland & Goodechild, who announce that these books have been adopted in the work of several important bodies engaged in social welfare work.

Among other new publications, McClelland & Goodchild are three books on Auction Bridge, including one by Milton C. Work, originator of the new count. His book is called "Auction of To-day." The others are "Royal Auction Bridge," by R. F. Foster, and "Auction Bridge in Ten Lessons," by Grace G. Montgomery. The same house has announced "The Browns," by J. E. Buckrose;

a new edition of Fanny M. Farmer's "Food and Cookery for the Sick and Convalescent;" a revised edition of Mrs. Larned's "The New Hostess."

Among the new offerings of the Copp, Clark Co. is the third book in "Mission Furniture: How to Make It." The collection includes thirty-six designs.

Two new lists come from L. C. Page & Co., Boston, one featuring travel books for young people. The assembling of titles of one class in one list in this manner is designed to be helpful to dealers, enabling them to make up their orders readily and more intelligently.

The English publisher controlling the trade sale of the British Government publications, including books dealing with military and naval questions, merchant shipping, state papers, education and miscellaneous subjects, has concluded arrangements whereby the Canadian business in these books will be in the hands of Bell & Cockburn.



BOOKS RECEIVED.

Popular Mechanics Year Book for 1913. Chicago: Popular Mechanics. Paper, 50c.

Vol. IX of the annual formerly known as "Shop Notes." A book of over 200 pages, telling "595 easy ways of doing hard things in every trade and calling." Every page is illustrated.

Show Window Background. George J. Cowan. Chicago: The Dry Goods Reporter. Cloth, \$1.50.

This book will be found useful to window trimmers in all classes of stores. The illustrations show only background and advertising ideas to be used with window displays, no merchandise being included. The book will appeal doubly to booksellers because being valuable to their own window trimmers, it is a book which should command a ready sale to other merchants and to window specialists. The various designs in the book carry the reader throughout the entire year, providing suggestions for the different seasons, holidays and special occasions as well as practical designs for general window publicity. The work is made all the more valuable by the full descriptions and instructions given in the reading matter accompanying each picture.

Bunch Grass. Martin Swayne. Toronto: Musson Book Co. Cloth, \$1.25.

A series of tales of pioneer days in California—stirring stories of the formative period of "the golden land of sunshine," telling of the times when the pistol settled vital differences and outlaws terrorized the land—of the gradual disappearance of the "wild west" type and the immense ranches,—the coming of law and order, and the division of the land into innumerable small holdings. The continuity of interest in the stories adds materially to their hold upon the reader's interest.

The Weird of the Wanderer. By "Prospero, and Caliban." London: William Rider & Son. Cloth, 6s.

The work of a classical scholar and author of genius and originality who conceals his identity under a nom de plume. He takes his hero, Nicholas Crabbe, of Crabs, Herborough, back to an earlier incarnation in the person of Odysseus, son of Laertes, king of Ithaca. Having got into touch with the spirit of an Egyptian priest, he attempts magical ritual; but the severity of the ordeal is too much for him and he is hurled back through a period of some two thousand years. His adventures in consequence of this calamity form the subject-matter of this book.

Primitive Essays in English Literature. By the students of the University of Liverpool. London: Constable & Co. Cloth, 4s. 6d. net.

Dent's Open Canadian Branch

Another British Publishing House Opens in Toronto—Henry Button is Manager—Will Represent Other British Houses as Well.

An event of unusual interest in the Canadian publishing field in January was the establishment in Toronto of a branch house of the London publishing firm of J. M. Dent & Sons. Early in the month Hugh Dent, managing director of the company, arrived in Toronto, accompanied by Henry Button, who has been appointed manager of the Canadian branch. Commodious quarters were secured at 27 Melinda Street, a scene of exceptional activity during the past few days in connection with the opening and arranging in stock of an apparently innumerable quantity of books, making up the lines of the Dent concern, and the several other English houses whose publications are to be controlled in Canada by Dent's.



Mr. Dent was able to remain in Toronto only a few days, proceeding to New York in connection with the firm's interests there. Later on J. M. Dent, founder and principal of the company, will pay an extended visit to this country.

The most notable books published by this house are Everyman's Library and the Temple Shakespeare. One of the interesting announcements is "Everyman's Encyclopaedia," edited by Andrew Boyle, to form an integral part of Everyman's Library. The encyclopaedia will consist of twelve volumes—one to appear each month of the present year.

Besides marketing the Dent books, the Canadian house will represent the English publishing houses of Burns & Oates, Charles Griffin & Co., Sidgwick & Jackson, and The Sunday School Union; as well as these, establishing an agency for original works of art, including those of Bernard Partridge, Walter Crane, Vicat Cole, and Frank Brangwyn.

Mr. Button, by reason of his connection with the Canadian book trade for several years, will be at a distinct advantage in piloting this new venture of the house of Dent.

Mr. Button, in speaking to Bookseller and Stationer, made the interesting announcement that the firm will in the near future make a specialty of books about Canada by Canadian writers.

The event of Mr. Button's departure for Canada

was marked by a dinner by his associates at Aldine House. Hugh Dent occupied the chair, and was supported by the various heads of departments and other representative members of the staff. Amongst those present were:—Messrs. J. M. Ainsworth, W. Booty, W. T. Corney, G. V. Harrison, S. W. Long, G. S. Maxwell, John Ouseley, C. W. Paul, John Pollitt, and W. Reddeford. The musical portion of the programme was carried out by members of the staff.

J. Fremont has been engaged to travel the country for the Canadian branch. Mr. Curry, who was also connected with Wm. Price & Co., is to travel the city. Mr. Fremont was formerly connected with William Tyrrell & Co., and it will be recalled that a few years ago he was the winner of a silver medal presented by Bookseller and Stationer as a successful contestant in a window-trimming competition. Before coming to Canada he was associated with his father, who was a partner in the manufacturing stationery firm of F. Mordan & Co. He is not a stranger to the Canadian trade, having made two trips throughout the Dominion calling upon booksellers and stationers.



News Notes of the Book Trade

Paragraphs of Trade Interest—Million-Dollar Publishing House For Briggs—Items About Travelers.

Over a million dollars will be at the disposal of the building committee of the Methodist Book and Publishing Company for the new publishing house to be erected at Queen and John Streets, Toronto. Work on the new building is to begin early in the spring, and it is asserted that this new enterprise will be the greatest religious publishing house in the world.

The building committee has been authorized to raise \$400,000 for this year's operations, and a similar amount next year. These amounts, with the sum that will be realized on the present property, will bring the total up past the million-dollar mark.

Plans are being prepared in accordance with the report of Rev. Dr. Redditt following his recent visit to the principal publishing houses of New York and other cities, which was referred to in a recent issue of Bookseller and Stationer.

Among the United States bookmen who visited the Toronto trade in January were W. F. Lee, of Riley, Britton & Co., Chicago; John Hopkins, of Barse & Hopkins, New York; William Keely, of McLaughlin Bros., New York, and Tom Claggitt, representing J. B. Lippincott Co., Philadelphia.

The death occurred in Boston on January 9th of James William McIntyre, of Little, Brown & Co., publishers of that city. In former years the late Mr. McIntyre used to be a regular visitor to the Canadian trade.

McClelland & Goodchild have been appointed Canadian agents for the W. B. Conkey Co., of Hammond, Indiana; F. G. Browne & Co., the new publishing house of Chicago, and the Des Arts Studio. These arrangements were concluded during J. A. McClelland's recent visit to these cities, New York and Boston.

Clarence Reeves has accepted a position with the Macmillan Company to travel in Ontario. Mr. Reeves is well known to the booksellers, and by reason of his extensive knowledge of the book business, particularly library work, will be well equipped to fill the duties of his new post.

W. G. Nord, who has been connected with the Canadian wholesale stationery trade for many years, and is widely known throughout the country among the booksellers and stationers, has accepted a position on the staff of Menzies & Co., and will have charge of the sales department.

Williams & Norgate, of London, have issued the first number of a new magazine called *The British Review*, with which is incorporated the *Oxford and Cambridge Review*. It is edited by R. J. Walker.

William J. Locke's new novel, "*Stella Maris*," is among the new spring novels on Bell & Cockburn's list. Another especially interesting announcement is that of "*Atlantis*," by Gerhart Hauptman, the premier German novelist, and the man who was awarded the Nobel prize for 1912. "*The Fool in Christ*," by Hauptman, will be published by the same house this spring. Special interest attaches to this list, because it includes Jack London with "*Night Born*." "*Bachelor's Buttons, the Candid Confessions of a Shy Bachelor*," by Ed. Burke, is a promising humorous book. These are only a few of a long list of novels making up the fiction offerings of this house for the coming season.



THOMAS NELSON & SONS IN CANADA.

The latest British publishing house to establish permanent representation in Canada is the well-known house of Thomas Nelson & Sons, of Edinburgh. S. B. Watson, who for several years has been visiting Canada annually in the interests of this house, will in future remain in Canada as permanent representative, this step being found necessary by reason of the firm's growing business in the country.

Mr. Watson arrived in Toronto early in January, and in the latter part of the month started on a trip to the Western Provinces. He will make Toronto his home, and open an office in this city.



Canadian Books and Authors

Something About New and Forthcoming Books— Interesting Items About Canadiana.

Following close upon the Right Hon. Sir Richard Cartwright's sensational "*Reminiscences*," the demand for which has, by the way, necessitated a second edition, comes Hon. James Young's important work, entitled "*Public Men and Public Life in Canada*," published in two large volumes. While written in a milder strain, lacking the strenuous nature of Sir Richard's book, the Hon. James Young's work is yet of the utmost interest to students of Canadian history and public life. Still another extraordinary book, to be published shortly by William Briggs, is the work of the Hon. Senator George W. Ross, to be entitled "*Getting Into Parliament and After*." The notable success scored by Sir Richard's "*Reminiscences*" tends to strengthen the endeavors of booksellers, considering the other two works and other books of like nature that may follow and gives promise of better things in store for the book trade in this country.

"*Canada and Sea Power*" is the title of a book by a Torontonian writing under the pseudonym of Christopher West, published by McClelland & Goodechild. It is a study of the Canadian naval problem under the three topics of "*The Economics of War*," the "*Politics of War*," and the "*Morals of War*," and, however much the reader may disagree with or endorse the author's conclusions, it will be admitted that he has presented a greater mass of facts and arguments than have appeared before in book form in this country. Indeed, much of the data appears to be quite new, especially as regards the bearing of the warship industry on the economic development of a country, and the facts presented will show the momentous character of the question, as well as the awful possibilities involved in a mistaken national judgment on it. The relations of Canada

and the Motherland are not only discussed from a new standpoint, but the relations of the Empire to Germany are considered in the light of Canada's opportunity of becoming an angel of reconciliation to these estranged powers. The author does not agree with either political party as to the effect of Canadian participation in the naval policy of Great Britain, and he has something to say on the Monroe Doctrine as expanded in the United States.

He shows what "sea power" can do, also what it can not do, and clearly points out some of the dangers to which the great nations are heading when they put into practice a wrong theory. The book is likely to raise fresh questionings on the grave crisis now before the country.

Sells, Limited, of England, whose volume dealing with British Columbia is shortly to appear, have a staff engaged at present in Ontario gathering data for a similar volume dealing with this province.

"*St. Anne of the Mountains*" is the title of a new book, by Effie Bignell, dealing with Quebec, published by McClelland & Goodechild.

McClelland & Goodechild have arranged for the publication of Dean Harris' United States edition of "*Pioneers of the Cross in Canada*" by the St. Louis Catholic publishing house of B. Herder.

Joseph Adams' "*Ten Thousand Miles Across Canada*" is among McClelland & Goodechild's new books.

A new volume, giving the history of the regiment, has been published by Capt. A. T. Hunter, of G Company, 12th Regiment, York Rangers. It is largely devoted to a description of the early exploits of the York County Militia, and the final chapter is given up to the annals of the 12th Regiment since 1885.

April 24th is the date announced by Cassell & Co. for the publication of Adeline Teskey's new novel of Canadian pioneer days, to be entitled "*Candlelight Days*."

In the fall Cassell's will publish a novel by another Canadian woman writer—Isabel Ecclestone Mackay. The title has not as yet been given out.

"*Quebec, the Laurentian Province*," is Beckles Willson's latest contribution to Canadian literature. In the preface the author explains that he has avoided politics, asserting that an erroneous notion of Quebec is given by the occasional vehemence of party sentiment and the perversities of certain politicians. There are chapters on Quebec City, Montreal, the Cote de Beaupre, St. Anne and the Laurentians, the Church, Temiskaming and the West, the St. Lawrence, the Eastern Townships, Agriculture, Lake St. John and the Saguenay. The book has just been published by Bell & Cockburn.

Gray & Goodland, booksellers and stationers, of St. John's, Newfoundland, have favored Bookseller and Stationer with a copy of an annual holiday publication called "*Christmas Bells*," containing an excellent selection of reading matter and illustrations, dealing chiefly with Newfoundland. "*Christmas Bells*" has been published annually for twenty-one years, and has been no small factor in presenting a favorable and true impression of the island.

L. C. Page & Company have published "*The Harbor Master*," by Theodore Goodridge Roberts. The story deals with Black Dennis Nolan, a young giant and skipper of the little fishing hamlet of Chance Along, Newfoundland, and his love for a beautiful professional singer, rescued by Dennis from a wreck on the treacherous coast.



TECHNICAL AND EDUCATIONAL BOOKS.

Two new titles in the outing handbooks included in Musson's line are "*The Bull Terrier*," by William Haynes; "*Packing and Portaging*," by Dillon Wallace; "*My Hunting Day Book*," by the Crown Prince of Ger-

many; "Wireless Telegraphy and How to Make the Apparatus" is a new title in Cassell's work handbooks. The same house has issued "Indoor Gardening," replete with practical suggestions and illustrations.

"The People's Medical Guide," by John Grimshaw, a Macmillan publication, is thoroughly modern in tone embracing all the remarkable advances of the last decade. It contains points for patients, notes for the nurse and matter for the medical adviser. The same house has issued "Farm Poultry," by George C. Watson, in the Rural Science Series; "The Care of the Body," by R. S. Woodworth; "Child Labor in City Streets," by Edward N. Clopper, and "Animal Life Lessons," by George Guest. The Balkan war has heightened the demand for books dealing with Turkey and the four kingdoms engaged in conflict with the Turks. A recent bulletin issued by Macmillan's featured these titles: "The Balkan Peninsula," by Lionel W. Lyde; "The Russo-Turkish War, 1877, by Major F. Maurice; "Home Life in Turkey," by Lucy M. J. Garnett, and "A Guide to Constantinople," by Demetrius.

From P. Blakiston's Son & Co., of Philadelphia, comes a twenty-four page list of books on medicine, surgery and allied subjects, issued in 1912.

In "Electricity: Its History and Development," by William A. Durgin, just published by A. C. McClurg & Co., an attempt is made to place before the reader who is slightly or not at all acquainted with the subject the elements of electrical progress, both purely scientific and in their applications to modern life.



A RISING BRITISH AUTHOR.

Another young English novelist has scored a remarkable success, "The Happy Warrior," by A. S. M. Hutchinson, creating a stir on both sides of the Atlantic. Hutchinson "arrived" with the publication of his previous novel, "Once Aboard the Lugger," but, notwithstanding the popularity of that book, the critics find a higher order of merit in "The Happy Warrior." some of them placing him in the very forefront of English novelists by reason of the exceptional quality of this work.

Mr. Hutchinson devoted four years to the writing of "The Happy Warrior," partly because he had very little leisure, chiefly because he took the most laborious pains



A. S. M. HUTCHINSON,
Author of "The Happy Warrior."

with it. He could have published it two years ago, but it did not satisfy him, so he set to and re-wrote it from start to finish.

The accompanying illustration is presented through the courtesy of McClelland & Goodchild, the Canadian publishers of Mr. Hutchinson's novels.

Record of Copyright Books

Publications of the Different Canadian Publishing Houses During the Month Ending January 15th.

FICTION.

- Anonymous.** The Life Mask. Toronto: Henry Frowde. Cloth, \$1.25.
- Ardoux, Marguerite.** Valserine and Other Stories. French and English textbound in one volume. Toronto: Bell & Cockburn. Cloth, \$1.25.
- Begbie, Harold.** The Distant Lamp. Toronto: Musson Book Co. Cloth, \$1.25.
- Begbie, Harold.** The Lady Next Door. Toronto: Musson Book Co. Cloth, \$1.25.
- Bendall, Gerard.** The Illusions of Mr. and Mrs. Bressingham. Toronto: Bell & Cockburn. Cloth, \$1.25.
- Bertram, Paul.** The Fifth Trumpet. Toronto: Bell & Cockburn. Cloth, \$1.25.
- Brebner, Percy.** The Little Gray Shoe. Toronto: William Briggs. Cloth, \$1.25.
- Buckrose, J. E.** The Browns. Toronto: McClelland & Goodchild. Cloth, \$1.25.
- Buckrose, J. E.** The Golden Straw. Toronto: McClelland & Goodchild. Cloth, \$1.25.
- Chesterton, G. K.** Innocence of Father Brown. Toronto: Cassell & Co. Cloth, 35c.
- Clarke, Helen A.** Browning and His Century. Toronto: Musson Book Co. Cloth, \$1.50.
- Dell, Ethel M.** The Knave of Diamonds. Toronto: The Copp, Clark Co. Cloth, \$1.25.
- Erskine, Payne.** Joyful Heatherby. Toronto: McClelland & Goodchild. Cloth, \$1.35.
- Flower, Newman.** Red Harvest. Toronto: Cassell & Co. Cloth, \$1.25.
- Fox, A. W.** A Regular Madam. Toronto: Macmillan Book Co. Cloth, \$1.25.
- Garvice, Charles.** Two Maids and a Man. Toronto: Musson Book Co. Cloth, \$1.25.
- Grand, Sarah.** Adnam's Orchard. Toronto: William Briggs. Cloth, \$1.25.
- Gull, Ranger.** Murder Limited. Toronto: Henry Frowde. Cloth, \$1.25.
- Hayward, Rachel.** The Hippodrome. Henry Frowde. Cloth, \$1.25.
- Haggard, H. Rider.** Daughter of Storm. Toronto: Cassell & Co. Cloth, \$1.25.
- Haggard, H. Rider.** The Yellow God. Toronto: Cassell & Co. Cloth, \$1.25.
- Hardy, T.** Desperate Remedies. Toronto: Macmillan Book Co. Cloth, Wesse Ed., \$2.50.
- Hampden, Mrs. Hobart.** Tota. Toronto: Macmillan Book Co. Cloth, \$1.00.
- Hauptman, Gerhard.** Atlantis. Toronto: Bell & Cockburn. Cloth, \$1.25.
- Hayling, C. and M.** The Owner of Tryfield. Toronto: Musson Book Co. Cloth, \$1.25.
- Hocking, Joseph.** Rosaleen O'Hara. Toronto: Musson Book Co. Cloth, \$1.25.
- Hutchinson, A. S. M.** The Happy Warrior. Toronto: McClelland & Goodchild. Cloth, \$1.35.
- Kester, Vaughan.** The Fortunes of the Landrays. Toronto: McLeod & Allen. Cloth, \$1.25.
- Lippman, Julie.** Martha By-the-Day. Toronto: McClelland & Goodchild. Cloth, \$1.00.
- Margueritte, Victor.** Frontiers of the Heart. Toronto: Henry Frowde. Cloth, \$1.25.
- Maclagan, Bridget.** The Mistress of Kingdoms. Toronto: Bell & Cockburn. Cloth, \$1.25.

- Marser, Richard.** A Master of Deception. Toronto: Cassell & Co. Cloth, \$1.00.
- Milne, James.** John Jonathan and Company. Toronto: Musson Book Co. Cloth, \$1.25.
- Nane, George.** The Love Dream. Toronto: Bell & Cockburn. Cloth, \$1.25.
- Nesbitt, E.** The Magic World. Toronto: MacMillan Book Co. Cloth, \$1.25.
- Prouty, Olive Higgins.** Bobbie, General Manager. Toronto: Henry Frowde. Cloth, \$1.25.
- Preston, Anne.** The Record of a Silent Life. Toronto: Bell & Cockburn. Cloth, \$1.25.
- Rives, Hallie Erminie.** The Valiants of Virginia. Toronto: McLeod & Allen. Cloth, \$1.25.
- Sidney, Gerald.** My Dog and I. Toronto: McClelland & Goodchild. Cloth, \$1.00.
- Smith, F. Hopkinson.** Charcoals of Old and New York. Toronto: Musson Book Co. Cloth, \$5.00.
- Swayne, Walter.** The Sporting Instinct. Toronto: Musson Book Co. Cloth, \$1.25.
- Stiles, George K.** The Dragoman. Toronto: Musson Book Co. Cloth, \$1.25.
- Trelawney, George.** The Story of Harvey Sinclair. Toronto: Bell & Cockburn. Cloth, \$1.25.
- Tracy, Louis.** The "Mind the Paint" Girl. Toronto: Henry Frowde. Cloth, \$1.25.
- Vachell, Horace A.** Bunch Grass. Toronto: Musson Book Co. Cloth, \$1.25.
- Westrup, William.** The Debt. Toronto: William Briggs. Cloth, \$1.25.

Non-Fiction.

- Agee, A.** Crops and Methods for Soil Improvement. Agriculture. Toronto: Macmillan Book Co. Cloth, \$1.25.
- Arnold-Forster.** History of England. (New Edition.) History. Toronto: Cassell & Co. Cloth, \$1.50.
- Aux Indes.** Peeps at Many Lands Series (In French.) Travel. Toronto: Macmillan Book Co. Cloth, 50c.
- Carstairs, R.** Little World of an Indian District Officer. Travel. Toronto: Macmillan Book Co. Cloth, \$3.00.
- Van Dyke.** Gospel for a World of Sin. (New Volume in Macmillan's Standard Library.) Theology. Toronto: Macmillan Book Co. Cloth, 50c.
- Ecosse.** Peeps at Many Lands Series. (In French.) Travel. Toronto: Macmillan Book Co. Cloth, 50c.
- Elwell, J. B.** Auction Bridge (with the new count.) Toronto: Copp, Clark Co. \$1.25.
- Fortescue, Hon. W. J.** History of the British Army. No. 7. (With Maps.) History. Cloth, \$6.00.
- Gray, W. F.** Books That Count. Literature. Toronto: Macmillan Book Co. Cloth, 50c.
- Harris, Rev. Dean.** Pioneers of the Cross in Canada. Historical. Toronto: McClelland & Goodchild. Cloth, \$1.50.
- Hedin, Sven.** From Pole to Pole. Travel. Toronto: Macmillan Book Co. Cloth, \$2.50.
- Hoffding, Dr. H.** Brief History of Modern Philosophy. Philosophy. Toronto: Macmillan Book Co. Cloth, \$1.50.
- Humphreys, Mary.** Personal Hygiene for Girls. Science. Toronto: Cassell & Co. Cloth, 45c.
- International Whitaker.** Toronto: Musson Book Co. Paper, 50c.
- Indo-Chine.** Peeps at Many Lands Series. (In French.) Travel. Toronto: Macmillan Book Co. Cloth, 50c.
- Jackson, W. S.** Cross Views. Essays. Toronto: Bell & Cockburn. \$1.50.
- Jebb, R.** Imperial Conference. 2 vols. Politics. Toronto: Macmillan Book Co. Cloth, \$8.00.
- Knight, William Allen.** On the Way to Bethlehem. Travel. Toronto: McClelland & Goodchild. Cloth, \$1.00.
- Knight, Dorothy Canfield.** The Montessori Mother. Pedagogics. Toronto: McClelland & Goodchild. Cloth, 1.25.
- Lee, Vernon.** Vital Lies. Studies of Some Varieties of Recent Obscurantism. 2 vols., \$3.00.
- Lowry, Dr. E. B.** Herself. Med. Science. Toronto: McClelland & Goodchild. Cloth, \$1.00.
- Lowry, E. B.** Himself. Med. Science. Toronto: McClelland & Goodchild. Cloth, \$1.00.
- McLean, A.** Practical Physies. Science. Toronto: Macmillan Book Co. Cloth, \$2.50.
- van Millingen, A.** Byzantine Churches in Constantinople. Architecture. Toronto: Macmillan Book Co. Cloth, \$10.00.
- Middleton.** Middleton's Poems. Toronto: William Briggs. Cloth, \$1.00.
- Norgate, K.** Minority of Henry III. History. Toronto: Macmillan Book Co. Cloth, \$2.75.
- Partridge, E. N. and G. E.** Story Telling in School and Home. Toronto: McClelland & Goodchild. Cloth, \$1.25.
- Peeps at Industries.** Tea. Science. Toronto: Macmillan Book Co. Cloth, 50c.
- Rose, W. S.** Laboratory Handbook of Dietetics. Science. Toronto: Macmillan Book Co. Cloth, \$1.10.
- Round Table.** A Quarterly Review of the Politics of the British Empire. No. 9. (December.) Politics. Toronto: Macmillan Book Co. Cloth, 60c.
- Stevenson, O. J. and Irwin, H. W.** Ontario High School English Composition. Educational. Toronto: The Copp, Clark Co. Cloth, 18c.
- Streeter, B. H.** Foundations. Theology. Toronto: Macmillan Book Co. Cloth, \$3.00.
- Slattery, Margaret.** The Teacher's Candlestick. Religious. Toronto: McClelland & Goodchild. Boards, 35c.
- Slattery, Margaret.** Living Teachers. Religious. Toronto: McClelland and Goodchild. Boards, 35c.
- Slattery, Margaret.** The Charms of the Impossible. Religious. Toronto: McClelland & Goodchild. Boards, 35c.
- Sylvia and Bruno.** No. 40. Children's Classics Series. Toronto: Macmillan Book Co. 10c.
- Struggle for Bread.** A Reply to "The Great Illusion" and Enquiry Into Economic Tendencies. Toronto: Bell & Cockburn. \$1.50.
- Selous, F. C.** Hunting Trips in North America. Travel. Toronto: William Briggs. Cloth, \$1.50.
- Three Tales From Anderson.** No. 20. Children's Classics Series. Toronto: Macmillan Book Co. 8c.
- Talbot, F. A.** Making Good in Canada. Toronto: Macmillan Book Co. Cloth, \$1.25.
- Tunisie.** Peeps at Many Lands Series. (In French.) Travel. Toronto: Macmillan Book Co. Cloth, \$1.50.
- Vaile, P. A.** The Soul of Golf. Sport. Toronto: Macmillan Book Co. Cloth, \$1.75.
- Vaughan, Father B.** Socialism from the Christian Standpoint. Sociology. Toronto: Macmillan Book Co. Cloth, \$1.50.
- Watts, G. F.** George Frederick Watts: The Annals of an Artist's Life. 3 vols. Toronto: Macmillan Book Co. Cloth, \$9.50.
- Walling, William, M.D.** Sexology. Science. Toronto: McClelland & Goodchild. Cloth, \$2.00.
- Watson, Marriott.** The Poems of Rosamund. Poetry. Toronto: Bell & Cockburn. Cloth, \$1.50.
- Who's Who, 1913.** Biography. Toronto: Macmillan Book Co. Cloth, \$4.00.

Lesson 19---Complete Course in Card Writing

Illustrating the Practical Use of Brush Outline Script, Introducing the Striped Effect in Making Fancy Cards.

By J. C. Edwards. Copyright Canada, 1911.

To be fair with the student in cardwriting, we do not recommend the script lettering for ordinary cards. In the first place, it is too fine-lined to be easily read at a distance; in fact, a few feet away renders it almost unintelligible, only the wide strokes showing. Then, another point that favors the heavier type letter more than the fine script is the fact that the script does not lend itself to larger writing where a whole sentence or paragraph is required, as the more broken up it is the less readable it becomes, and it even becomes unsightly.

Script a Graceful Letter.

However, the script, when gracefully written, may be used to advantage in many cases, and is quite desirable for a change for special style and exclusive window cards. To execute the script well, it requires a great deal of practice to get a nice flowing effect. The proper slant, too, is very essential, and the more practice given the more graceful and easy will be the execution.

Heavier Stroke for Cardwriting.

The script usually taught and often used in card work is decidedly too light in the stroke, and should not be used, except for very fine window displays such as for jewelry, etc. We contend that any letter that cannot be read easily the width of a sidewalk is too light, and not at all in good form with merchandizing ideas of today. Of course, pretty much the same formation is used in all script letters, the difference being in the heavy or shaded strokes, and even the fine lines may vary to a degree.

Be Careful to Join all Letters of a Word.

Though in some cases the letters do not really join, yet they are given that appearance which is absolutely imperative, otherwise the words would be broken up, resulting disastrously to the reading of the inscription.

Practice the various strokes found throughout the lesson—strokes such as No. 1 of “A,” No. 3 of “B,” No. 1 of “E,” and so on, until you become thoroughly acquainted with them. Then, learn to associate the various strokes and arrange them so as to give the proper slant to the completed letter; for instance, take the letters “F” and “T” (the strokes are practically the same in these two with an addition in the “F”). Try the various effects that changing the strokes on these letters have, and end up by making them right as shown in the plate.

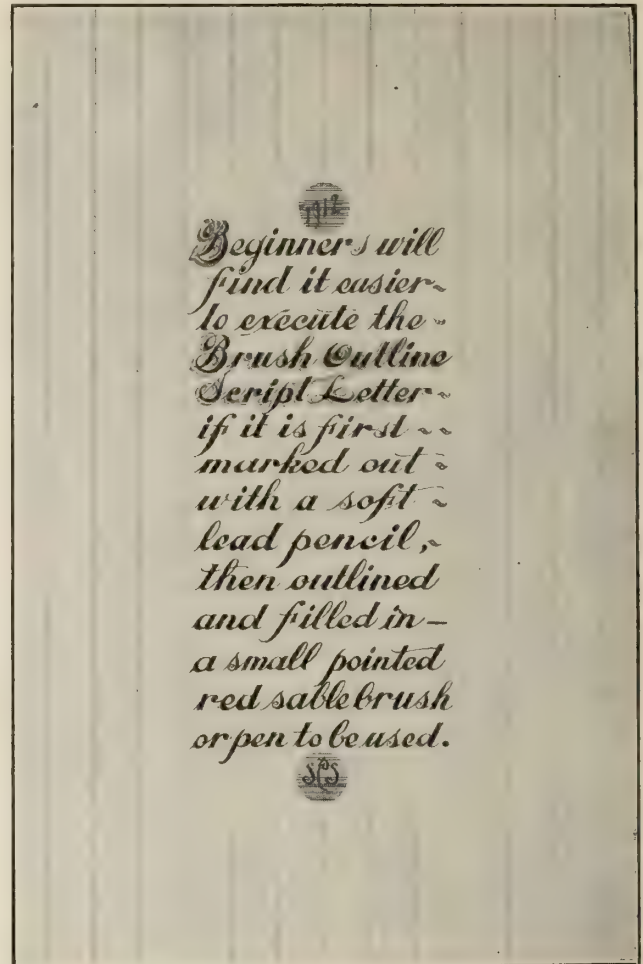
Practice Making Circles.

Take your fine pointed brush (a red sablerigger) and fill with ink, thinned so it flows readily, but not too easily, and practice making scrolls and circles, half moons, crescents, cymas, etc., until you get complete confidence in yourself, then join these together, forming letters, and end up with words. Follow the strokes indicated by the arrows and numbers, and watch your slant and spacing.

The Cards, and How to Make Them.

At first one would say that the work of ruling the fine double lines on the striped card was a waste of time. Yet the actual time spent in doing this was only a few minutes, and it gives such a decidedly different effect that we believe it is worth the trouble. It makes a fancy card out of a plain one. A ruling pen and a “T” square was used for this purpose, making the stripes 1 inch

apart, leaving a white panel in the centre for the wording. To demonstrate the use of the script lettering in the cards belonging to this lesson, it was necessary to



use the lower case, as will be taught in the next and last lesson of this series. Script capitals cannot be used together to make up a word.



The term “Bond,” as applied to bond paper is said to have originated with Zenas Crane, over a hundred years ago. He had been making bank note paper for a bank note company in New York, to be used for bonds, and when he called on the president, one day, the latter asked when he could have some more “Bond Paper.” The name was at once adopted.—The Hornet.

* * *

Simple Simon, Old King Cole, Little Boy Blue, Little Bo-Peep, Old Mother Hubbard, Peter Piper, and other immortals are delightfully pictured by Blanche Fisher Wright in Rand, McNally & Co.'s “Jolly Mother Goose” annual, for children under seven.

* * *

“The Book of Distinctive Interiors,” “Furnishing a House in Good Taste,” “Planning a Trip Abroad,” “The Book of House Plans,” “Gardening Indoors and Under Glass,” “The First Book of Photography,” are among McClelland & Goodchild's new books.

Plate No 19 - Brush Outline Script

~ Capitals ~

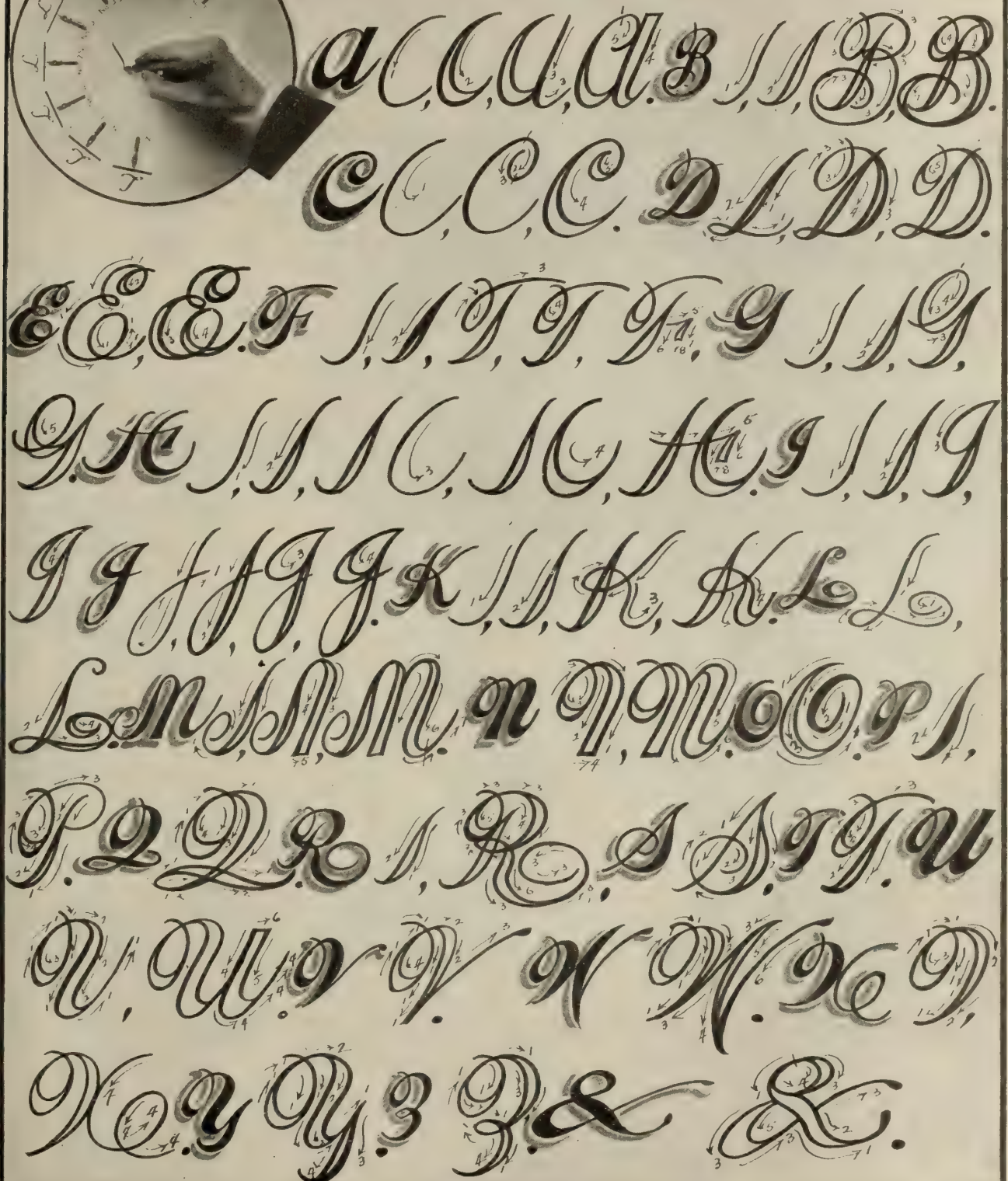
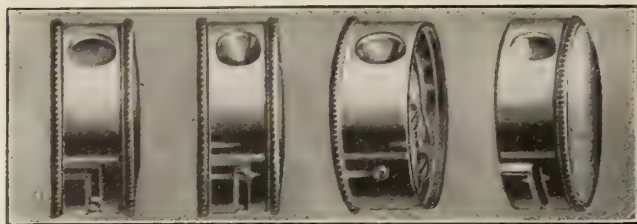


Plate showing the various strokes used in brush outline script.

New Goods Described and Illustrated

Paragraphs of Interest and Value Concerning Recent Introductions, Designed to be of Practical Benefit to the Retail Stationery and Kindred Trades.

A pencil sharpener embodying a distinctively new feature has just been introduced by Menzies & Co., a strong advantage being that pencils may be sharpened without either soiling the fingers or dropping the cuttings. The article is quite dustproof. The sharpener itself is contained in a circular shaped holder, there being an opening for the mouth of the sharpener itself, which, however, is covered when not in use, by the turning of the upper and lower parts of the box in opposite



A New Pencil Sharpener.

directions. The two parts can be separated by turning in the direction of the opening slit. Thus the shavings may be removed and the box cleaned.

The sale of Dann's dictionary holder for Canada has been taken by Menzies & Co. Besides the standing variety there are holders that may be fastened to the wall swinging at any angle.

A new invoice holder just put on the market by the Spiro concern, the line being controlled in Canada by A. Roy MacDougall & Co., grips the paper in such a manner that when a sheet is pulled the action simply adds force to the grip and to release a sheet the opening lever must be pressed. The new files come in note, letter and invoice sizes.

LACED PAPER SPECIALTIES.

Paper specialties of various kinds are set forth in an illustrated list, coming in an envelope along with samples of laced crepe paper serviettes and dessert papers, just issued to the Canadian trade by Menzies & Co. As yet these articles have not been accorded anything like the widespread measure of popularity which they have attained in Europe and the United States. Besides the laced paper novelties, including table covers, piano tops and centre pieces, this catalogue illustrates such articles as sandwich servers, serviette rings, baskets, soufflet cups, pails, shells, cake bands, mats, tray cloths, d'oyleys and cruet papers.

A new offering of Buntin Gillies & Co., is called the "Nosmear" blue checking pencil. This new pencil makes a clear impression and it is claimed to be absolutely proof against smearing.

NEW SERIES OF MAPS.

The Copp Clark Company will shortly publish a new wall map of the Dominion of Canada to be followed by maps of the provinces, a particularly interesting feature being that not only the drawing, but all the reproduction work, including the material on which they are to be printed, will all be Canadian-made. Besides the appeal this will make in a patriotic sense the publishers point out that even more stress should be laid on the reliability of the maps because of the work being done by Can-

adians having a natural advantage over foreign map producers, the danger of the mistakes so frequently seen in maps thus being obviated.

BLOTTING PAPER FADS IN ENGLAND.

Although colored sealing wax to harmonize with the tone of stationery is not a new idea, there is something novel about the latest shade in blotting paper, which is black! The old pink and white blotters apparently do not meet the aesthetic taste of the modern user of fashionable stationery, and the demand has recently arisen for blotting paper to harmonize with the walls of the room.

The first of a series of new tablets to be added to the Copp Clark Co.'s line has just appeared. It is called "Patricia Linen." When the series is complete there will be Salisbury, octavo and quarto tablets, besides all sizes of correspondence papers and envelopes to match. The firm announces that this series will be followed by several other high grade stock lines.

The "Panama Canal Puzzle" has just been brought out and is an excellent popular priced novelty embodying a new idea in puzzle making. It measures 7x7 inches and has a lithographed cover in colors, showing Uncle Sam, spade in hand, pointing at the famous canal. Inside the western hemisphere is shown with four handsome metal ships of one color near the canal at the Atlantic ocean end and four ships of another color near the Pacific ocean end of the canal. The problem is how to manipulate the ships "through the 'Big Ditch,'" so that the Atlantic and Pacific fleets will be interchanged. As a solitaire or figured by two, "Panama Canal Puzzle" is certain to please.

Catalogues and Announcements.

"Dennison's Crepe Paper Almanac for 1913," comes with a crepe paper cover and a page devoted to each month of the year, including a calendar and appropriately illustrations emphasizing the points brought out regarding the opportunities for trade in these goods brought by each succeeding month. January is given as "The month of Parties." February introduces cupid and the Valentine trade, while St. Patrick and Irish designs come to the fore in March. April, theoretically bringing spring, yet finds flowers so expensive that the artificial creations by means of flower outfits, best meet the necessity. The May Pole Dance creates demand for flower chains, wreaths, fancy costumes, shoo-shoo shakers and crepe tissue trimmed baskets. In June come opportunities for sales in connection with engagement luncheons and weddings, rose petal confetti being a strong item. Dominion Day brings many trade openings for crepe tissue productions. "Going away things" are featured in August, while "home coming" marks September. Thanksgiving and Hallowe'en and the grand finale of the Yuletide festivities wind up the year. The book is one of a series issued by Dennison's to afford practical help to dealers in the way of setting forth ideas for increasing business in these products by taking full advantage of special occasions.

**THE FIRST SUCCESSFUL SELF-FILLING
FOUNTAIN PEN
ALWAYS THE LEADER—WITHOUT A PEER**

*The Pen with the Magic
Button*

The "A.A." Self-filling fountain pen, for which there is no substitute, gives universal satisfaction.

Every bookseller and stationer handling our self-filler appreciates its exclusive selling features. There is no joint to stick, break or leak, the reservoir is guaranteed for two years, and our gold pens are furnished in such a wide variety of styles and sizes that you can suit your most fastidious customer. This pen has long since passed the experimental stage and has been perfected to such a point that we can absolutely guarantee satisfaction.

"A.A." PEN PERFECTION

is a standard of perfection maintained in ALL our pens.

Every part entering into the construction of the barrel of the pen and the gold pen point is made in our shop under the most modern methods, by experienced workmen, with the most up-to-date equipment and from the best material obtainable.

The "A.A." Clip excels by far any fountain pen clip yet produced. Made in one piece of German Silver, Sterling Silver, Gold Filled and Solid 14 kt. Gold. It holds perfectly firm and can be attached almost instantly.

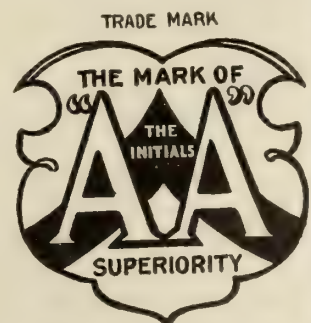
With your initial order for one dozen clips, we will send you gratis, tools for attaching the "A.A." Clip to any cap. For new 1913 catalogue and trade discounts, write your local jobber or

ARTHUR A. WATERMAN & COMPANY

22 THAMES ST., NEW YORK

NOT CONNECTED WITH THE L. E. WATERMAN CO.

If it isn't an "A.A." it isn't a "MODERN."



"After Sixty Years" is the title of a souvenir holiday greeting sent out by Gordon and Gotch. A significant sentence in the opening paragraph states that the firm's business in the last ten years has nearly quadrupled. Illustrations are given of the firm's buildings in London, Melbourne, Sydney, Brisbane, Perth, Wellington, N.Z., and Toronto.

Staunton's Limited, have mailed to the trade a sample book of fine new oatmeal ingrain, the shades being pearl grey, fawn, light green, drab and dark brown. Another new paper is Onyx Veneer, a natural stone effect with great decorative possibilities.

Wycil & Co., New York, have just issued The Dalton Royal Auction Bridge pad with the new count "Royals."

The United States Playing Card Co. has just issued the seventeenth edition of its book entitled "Official Rules of Card Games," or "Hoyle Up-to-Date."

Besides some revisions of rules, the book comprehensively treats on Auction Bridge, now known as "Royal Auction," also the game of Rum (Khun Khan), as played in the Bath Club of London.

Correct rules applying to every game known in this and other countries are brought up to the hour.

The book consists of over 245 pages of reading matter.

The Weldon Roberts Rubber Company, Newark, N.J., is putting out a display card showing the 13 styles of erasers which the company manufactures. The erasers include the company's special dough rubber up to the finer grade for ink and typewriter uses. They are mounted on a board, covered with green skytogen, which combines attractively with the colors of the rubbers themselves.

Menzies & Co., are showing a new line of propelling pencils mounted on easel cards. They are of British manufacture.

Ilford, Limited, Ilford, London, E.—Descriptive catalogue and price list, together with articles on plate properties, relative exposures, illumination of dark rooms, development, fixing and other operations and suggestions of how to meet various questions that arise in photography.

A new broadsheet issued to the trade by The Pugh Specialty Co. illustrates some of the striking numbers in their extensive line of Christmas cards.

Bell & Cockburn have entered extensively into the field of art novelties, carrying the Christmas card lines of Krause, the famous Berlin publisher; The Studio, of London, and Samuel Gabriel & Son, of New York. These, with the calendar productions of The Dodge Publishing Co., of New York, and other noted makers, together with the wealth of holiday booklets included in the British publishing houses, whose lines are extensively carried by Bell & Cockburn, make up an extensive range of items of this class.

New items in the Canadian Christmas card line of Menzies & Co. make up one complete sample book, embracing cards at practically all prices, the feature of these being that they combine reproductions of coats-of-arms with local views covering all the provinces, this idea being carried out in the case of leading cities as well, and also in cards having views of general Canadian interest with the Federal coat-of-arms. The views are reproduced in platinotypes, plain and colored, and in addition to the cards working in coats-of-arms, there are others featuring the Union Jack and Canadian Ensign, altogether making up a patriotic series that outrivals the range of these productions which so strongly featured Menzies' offerings last year.

Handling Vacuum Cleaners

Opportunities in Selling These Implements Which Merchant Should Consider—Their Various Uses in the Store.

The wall paper dealer who seriously considers the degree of perfection that has been attained in the manufacture of vacuum cleaners, will realize that they should not only be a profitable line for that department, but that the use of one in his store would enable him to keep his shelving, his floors, and his stock, more thoroughly dust-free. Further, his place of business can be made to demonstrate the advantages of the vacuum cleaner, and therein he has one of the strongest selling arguments with those who are at all interested in easier and more effective house-cleaning.

Large departmental stores have at once appreciated the force of these facts. Many of them have special sections devoted to vacuum cleaners, and when placed in charge of capable salespeople results have certainly been worth while. At the same time, cleaners have been applied to good purpose in the store. Dust is no longer a serious detriment to absolute cleanliness. There is certainly a wide field of opportunity open to the merchants who handle this line properly. Why should it not be the stationers, the majority of whom have wallpaper departments?

Laborious processes of interior cleaning are now being passed up for the more sanitary, efficient and modern method. In fact, the vacuum cleaner can be applied to purposes which could only be half done by the somewhat superficial application of the old way. With every machine, there are special tools for specific purposes. Thus there is an attachment for cleaning the edges of the stair carpet, for cleaning around the buttons of furniture, draperies and mattresses, and also for blowing; there is a round brush for clothing; a tool for cleaning the tops of baseboards and moulding, also one for massage, a felt attachment for polished floors and walls, an adjustable jointed brush for walls and also a brush for books. These are some of the functions performed with ease by a vacuum cleaner, but which consume much time when imperfectly done by hand, and even then the work is not always well done.

The fact that prices of vacuum cleaners for domestic, store or office range from \$25 up, immediately indicates the extent of the opportunity to the person who undertakes their sale. The hand power machines, operated by the person who is doing the cleaning or with the assistance of another, have been found to be very satisfactory in homes of moderate means or wherever power is not available. The motor-driven cleaner is a powerful machine which can be applied to the heaviest as well as the lightest and most delicate kind of work. There are also machines which may be placed in the basement of a building, and the air applied through a baseboard connection. In the most perfect machine of this type the dust collector is always on the floor when the cleaning is being done, thus overcoming the danger of the pipes leading to the basement becoming clogged as in the case of cleaners not equipped.

It will thus be seen that the modern vacuum cleaner is a highly efficient implement and one that must enter more and more into considerations making for cleanliness and sanitation.



Bell & Cockburn have been appointed sole Canadian agents for T. N. Foulis, London and Edinburgh, publishers of exquisite holiday books.

Condensed Advertisements

FOR SALE

FOR SALE—ONE OF THE BEST PAYING magazine, post card and stationery businesses in Canada, in busiest part of large Ontario city, doing \$10,000 yearly; living rooms attached. Every investigation courted. Box 299. Bookseller and Stationer.

COMMISSION AGENT WANTED

TO PAPER AGENTS, WHOLESALE STATIONERS, etc.—A well known and old established firm of English colored paper manufacturers want to appoint a first-class Canadian firm who will take over a stock of these papers and store them for sale on commission as their sole Canadian agents. Apply, with full particulars, at once, to Thomas & Green, Ltd., Woburn, Bucks, England.

SITUATIONS VACANT

WANTED—GOOD LIVE MAN TO REPRESENT us in Moose Jaw, as city traveller for well established office stationery house. Good opening for right party. State age, experience and salary required. Apply Westwood Stationery Co., Ltd., Moose Jaw, Sask.

CANADIAN REPRESENTATIVE WANTED for British firm manufacturing metal photo frames, calendars, novelties and advertising articles. Apply, stating trade connection qualifications, and references fully. British United Manufacturing Agency, 4a, Paternoster Square, London, E.C.

MISCELLANEOUS

TO PUBLISHERS OF SUBSCRIPTION books on the instalment system.—Messrs. Virtue & Co., of London, will be glad to hear from a good Canadian firm willing to take up and actively push several New Books now in course of publication, suitable for the canvassing and instalment trade in Canada. Please write and also send catalogue of publications to Virtue & Co., 7 City Garden Row, City Road, London, Eng. (2 2t)

A GOOD SELLING SIDE LINE FOR BOOK sellers and stationers. Sample takes up very little room. Address Wycil, 83 Nassau St., New York.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Co. of Canada, Ltd., office and factory 29 Alice Street, Toronto.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Ltd., 129 Bay Street, Toronto.

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DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

The Condensed Ads. in this Paper will bring good results

B & P Standard Loose Leaf Devices

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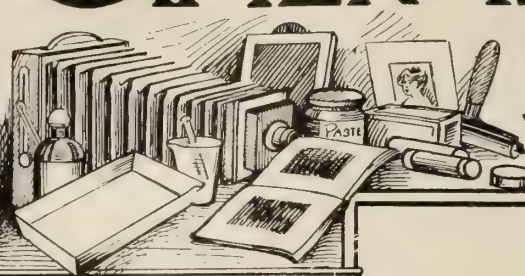
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CAMERAS & PHOTO SUPPLIES



Practical Pointers on Photography

Hints of Value to the Man in Charge of the Developing and Printing Department, and to Help Customers Out of Difficulties.

The following selections have been made from recent contributions to the English periodical, "Photography":—

Arc Lamp Troubles.

When using a small arc lamp for enlarging purposes one is often annoyed by the variation of the projected light, consequent on the flame of the arc slowly working all round the crater of the lower carbon. This "wandering of the arc," which is much more noticeable with alternating than with direct current, is not so serious in its effects when the necessary exposure is comparatively long, for the differences in the light are averaged up in the course of a couple of minutes, and successive exposures of not less than that length will be found fairly uniform. But when the exposure is only five or ten seconds, as is usually the case with an arc lamp, it is very difficult to get uniform results. Soft-cored carbons are generally recommended for this type of lamp in preference to solid carbons, and their use seems to steady the flame to a certain degree, but I have lately learned of another device which, while it is not a perfect cure for the trouble, effects a notable improvement in the steadiness of the light. This is to flatten both carbons along one side for their whole length, and to the extent of roughly about one-third of their radius. The flat sides are kept in the same plane when the carbons are fitted in the lamp, but the exact position of the plane in relation to the condenser is immaterial. The flattening is easily done with a coarse file.—Charles Macnamara (Arnprior, Ontario, Canada.)

A Make-shift Wide Angle Lens.

I was lately asked for some photographic postcards of the local church, but, owing to its confined position, I was unable to get it fully on a postcard plate even with a $5\frac{3}{4}$ -in. lens. I did not wish to purchase a wide-angle lens, so I unscrewed the front of an ordinary half-plate R.R. lens, inserted the front half of a symmetrical lens off a postcard magazine camera, and then screwed on the front of the half-plate lens again. By stopping down to f-45, with this combination I found I could close in the camera to within about three inches of the plate and was just able to get in the building comfortably on the half-plate.—R. H. C.

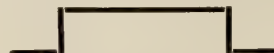
Drying Negatives.

Judging by the photographic papers some simple arrangement for drying negatives seems to be wanted. I send you a home-made one, the like of which I have used for a long time and found to answer admirably. It is simply a flat board with some wooden grooving on it. The negatives are placed in the grooves an inch and a half or

two inches apart, film downward, and left in a warm room or put on the plate rack over the kitchen range, and will soon dry. As they stand at an angle, no dust settles on the film side. The rack makes a mark about an eighth of an inch from the edge of the plate, but that amount can always be spared from one side or another of the negative.—W. H. Hammond.

A Simple Dark Room Ventilator.

The various ways of light trapping an opening, so that it offers no resistance to the passage of air, but will exclude white light, have been described from time to time in Photography and Focus, but the method which I use I have not seen in print. My dark room is partitioned off another room, so that the ventilation openings only had to be cut through the partition. One at the bottom was safe without light trapping; but that at the top had to be trapped. The opening in the partition was 10 x 3 inches, and over it were nailed two sheets of ferrotype, one on each side of the partition. Each ferrotype sheet was bent thus



before nailing, and the part which came next the partition and the wood itself was painted with dead black paint. As a ventilator it is both light-tight and efficient.—H. W. Young.

Pinholes in Shutter Blinds.

M. H. Coker writes: "I have a Thornton-Pickard roller blind shutter which has been a good friend for many years, but latterly has developed pinholes in the blind. I have cured them, however, by thinning down rubber solution with benzine, and adding a little Brunswick black to the mixture. It was applied to the spots where holes were seen with a fine brush, and allowed to get thoroughly dry before a second and then a third coat were given."

Providing a Bottle With a Lip.

It is possible to do away with any trouble from liquid running down the outside of a bottle without a lip, when pouring out, by attaching a little piece of sealing wax to the side of the neck of the bottle and moulding it into the shape of a lip. The liquid can then be poured from the bottle in a nice thin stream.—V. Osborn.



GENERAL INFORMATION.

Dry, powdered sodas are twice as strong as crystals. When the latter are used the quantity should be doubled.

The use of an old or muddy fixing bath will often leave a gritty deposit on the prints. To remove it they must be wiped with a bit of cotton while washing. Once allowed to dry it is very difficult to get rid of. Try gasoline.

In making up developer which contains both Sulphite and Carbonate Sodas, always dissolve the Sulphite with the developing chemicals, Metol, Hydroquinone, etc., before putting in the Carbonate. Failure to observe this rule is liable to result in a discolored solution.

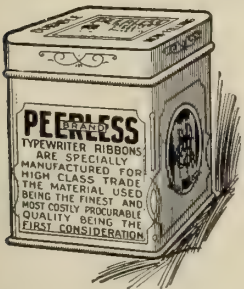
Take The Dealer Into Your Confidence

approach him, post him about your plans and your merchandise through his trade paper before you advertise to his customers. He will appreciate this action on your part and you will get his co-operation. Don't try to force him. Get his good will and you will have a selling power behind your product that you will never get by any other means.

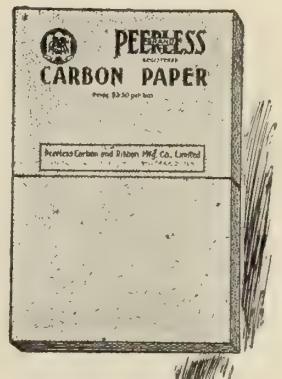
Remember

that many of his customers knew him even before they knew you, and they will most likely take his word as to the quality and superiority of merchandise offered. In a word, get the dealer on your sales force.

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EVERY inch of every typewriter ribbon and every sheet of carbon paper bearing **PEERLESS** brand will be found to be faultless. Our whole efforts are bent toward making them so, and that we know how to do it is amply borne out by our products.

Ask any users of **PEERLESS** ribbons and **PEERLESS** carbon papers whether they have ever used any others approaching **PEERLESS** brand either in the good work they enable the operator to do or in lasting qualities. We have built up this business on quality, and on the quality of **PEERLESS** goods you can corral the business in your town.

The particularly satisfactory feature is that, being made in Canada, there is the additional price advantage occasioned by the fact that in buying **PEERLESS** line there is no duty to pay.

Sea Island cotton and pigments of the highest grade obtainable combine to produce ribbons that give the most clear-cut impressions—ribbons that are non-filling and non-drying, besides having the greatest durability.

Similarly **PEERLESS** carbon papers, made of the most expensive tissues and colors, are non-drying, non-smutting, and give the clearest copies.

Peerless Carbon and Ribbon Mfg. Co., Limited
176 Richmond Street West TORONTO, Canada

All retarders such as Salt and Bromide of Potassium will increase contrast up to a certain point and then react. The maximum contrast obtainable with Bromide of Potassium is secured by adding from one-half dram to one dram to each eight ounces of developer. Above one dram will increase softness and is likely to produce undesirable colors.

Do not fix prints too long. It destroys much of the brilliancy.

Too long washing tends to give the prints a muddy appearance.

Contrast can be slightly reduced by adding one ounce Sulphite Soda to each eight ounces of developer.

The addition of a little Iodide of Potash to the developer increases softness. One or two grains to each fluid ounce is sufficient. Too much Iodide will flat the prints.

If in trouble with your prints for which you do not find a remedy in the foregoing, write Bookseller and Stationer explaining fully the nature of the difficulty.



Wall Paper Styles for Spring

Something About the New Ideas Featuring the 1913 Papers—Trend is Toward Plain Effects.

In choosing wallpaper the true decorator studies each room and applies only that paper which is suitable to that room. Year by year that is being realized more fully, and greater care than ever is being taken to study exactly what is suitable to each room with its furnishing.

Wallpaper for 1913 will be mostly plain effects in ooze and cordova leathers, tweeds and burlap weaves, some stripes with broken edge and a lot of new backgrounds in chintz and diaper cloths. A great variety of designs in foliage with suggestions of flower and fruit are shown.

The English papers will be mostly in clear, soft colorings of champagnes, greys, tans, apple greens for living-room, and a few choice chintzes and diaper effects for bedrooms.

This year will see a new departure in wallpaper. During 1913 many papers specially suitable for apartment flats will be shown. These come in soft grey and tan tones, with tapestry and foliage effects, or scarce set designs to match any style of draperies.

Rather a new thing in ceiling papers is an English pebble imitating roughcast. This gives a very pleasing effect, and applied in tans, greys and blues gives a very effective wall.

Several English and American manufacturers are still showing elaborate designs, but mostly in milder colors in the more expensive papers. Leathers beautifully mottled in blending shades and some with an introduction of contrasting colors are specially suitable for dens, living-rooms and dining-rooms. Leathers in metallic effects will also be quite popular.

For sitting rooms and a few odd tea rooms Chinese and Japanese papers are being introduced. Some Japanese designs introduce landscapes and lanterns amongst the foliage. In these brighter colorings are more prominent, and in their quaint designs give a very distinctive effect to the rooms.

Cutouts will be used very largely again next season, the only change being that the upper cutout will not be quite as elaborate as during 1911-12.

Bands will form a very prominent feature, and will be used extensively as a trim below the mouldings or above the base—also around doors and windows.

Rather a special feature will be air blend papers all done by hand and made specially to customers' orders.

Through being all hand done these are very well blended, and present a very pleasing effect for all styles of living rooms. In these the Blake design used as a strapping on the blend is almost as effective as the shandkydd and not quite as expensive.

But, above all, the main feature during 1913 will be to decorate rooms with only that paper which will be most suitable to the purpose for which the room is used and also to the furnishings.



An effective floral border and ribbon decoration with dainty stripe wall paper. In the 1913 line of Staunton's, Limited, Toronto.

EARLY WALL PAPERS.

Wall papers were introduced into England from China about the middle of the Seventeenth Century, though they had been in use amongst the Chinese from very early times, and it was nearly a hundred years later that the manufacture of wall papers was carried on in England on any considerable scale. There are still hanging on the walls of Old Country houses some delightful specimens of wall papers of Chinese origin. It has been conclusively shown that these have been hanging since the close of the Seventeenth Century. There is one in particular hung at Woolton-under-Edge, in Gloucestershire. This is said to be one of the very first wall papers put up in an English house, and, wonderful to relate, it is in an excellent state of preservation.

To help customers to increase their sales of Wall Papers, Staunton's have prepared a series of three mailing cards, on each of which is illustrated, by the quadricolor photographic process, a furnished room decorated with Wall Papers from the line for 1913. The idea is for the dealer to mail these cards to the residents of his town and vicinity whom he wishes to interest in his Wall Paper Department. It is then optional for him to follow this first circularization, in a week or two, with a second card of the series, and again later with a third one.



Beautiful Goods Beautiful Profits

See the new 1913 Barber-Ellis Xmas Line. It is beautiful. The boxes number over 100 different designs, in each of which we have endeavored to excel in beauty and novelty all our previous years' efforts. We want you to tell us whether or not we have succeeded. Just look at them. Our travellers are out on the road with them now. You know what Barber-Ellis Papeteries are, you know their extremely high quality and their great power of appeal to your customers. There are hundreds of reasons why you should stock well with the

Barber-Ellis 1913 Xmas Papeteries

These Papeteries represent the highest art of fine correspondence paper making. They are masterpieces. In shape, quality and finish of paper they are in absolutely perfect style. Some of these boxes contain the new "At Home" cards, with envelopes to match, and the boxes themselves have been designed to produce the most beautiful effects—effects that have proved most popular and most attractive to purchasers through all our years of fine paper making.

They will add beauty and prestige to your store, and what is more important to you they will sell in such unusually large quantities that they will add a most beautiful profit to your business. But get your order in early. This is an extremely important point. Use this coupon and our traveller will call. The important thing to do is to ACT NOW.

BARBER-ELLIS LIMITED

TORONTO, ONT.

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Toronto, Ont.**

I am interested
in your 1913 Xmas
Papeteries. Kindly
give me full informa-
tion, prices, etc.

Name

Street

City Prov.....

In the Music Department

Paragraphs of Trade Interest—List of Recently Copyrighted Sheet Music.

The formal opening of the new ten-storey building of The R. S. Williams & Sons Co., took place on January 20th and following days, and attracted big crowds, the visitors being shown through the big establishment. The various departments were gaily decorated for the occasion, and altogether it was a notable and pleasing event.

In this connection it is interesting to note that the firm was founded in 1849 by R. S. Williams, at Hamilton, being moved shortly afterwards to Kingston, and in 1851 to Toronto. In 1863 a factory was built on Hayter Street, and in 1870 a five-storey building at 143 Yonge Street, then one of the city's most imposing structures. The factory was removed to Oshawa in 1885. The wholesale department has been rapidly developed since 1897. The new ten-storey building is the highest concrete structure in Canada and the third tallest in the world.



DEATH OF EDWIN ASHDOWN.

The death occurred in England recently of Edwin Ashdown, the veteran sheet music publisher, who established an agency in Toronto in the seventies, afterwards taken over by the Anglo-Canadian Music Publishers' Association. A son, Sidney Ashdown, was for a time the manager of the Anglo-Canadian Music Publishers' Association, being succeeded by the present manager, John Hanna. The late Edwin Ashdown was a recognized authority on music copyrights. He was in his eighty-sixth year.

It is reported that Harry Lauder will retire from the stage on Christmas Day, 1914, after completing a tour of the world, to be commenced in New York on January 1st, 1913. By that time he expects to have \$600,000 accumulated.

T. H. M. Hulse, a merchant engaged in the music trades, was among the new councillors elected by the people of Aurora, Ont., in January.

The activity of "His Master's Voice" dealers in Des Moines, Ia., is an object lesson to dealers elsewhere. In that city no less than sixteen schools are equipped with Victrolas and a list of suitable records. These were selected by the music supervisor of the schools.

The Weyburn Music Store, Weyburn, Sask., conducted a sale of musical instruments, stationery, leather goods, hymn books, Bibles, song books following the holiday season, advertising it in a half-page newspaper space.

W. G. F. Seythes & Co., music dealers, have moved into a new store at 2130 Eleventh Avenue, Calgary, Alta.

Gramophone and phonograph cabinets and similar lines will be manufactured by Paul Bennéwitz, who has acquired an interest in the Burr furniture factory at Guelph.



Messrs. Novello's recent musical publications include "Pavane" in A, a Pianoforte Solo by Bernard Johnson, which has some very effective passages; "Three Dances" another Pianoforte Solo by William Byrd; "A Song of the Virgin Mother," by Edgar Bainton, the words a translation by Ezra Pound, from the Spanish of Lope de Vega, and an Album of Selected Pieces by Giles Farnaby, a seventeenth century composer.



RECENTLY COPYRIGHTED MUSIC.

"Men, Be British!" (Duet and Quartette.) Words and Music by C. A. Frame. C. A. Frame, Cambridge, Ohio, U.S.A., 17th December, 1912.

"Men, Be British" Words and Music by C. A. Frame. C. A. Frame, Cambridge, Ohio.

"I Want You, Dearie 'Deed I Do." Words by Stanley Murphy. Music by Henry I. Marshall. Jerome H. Remick & Company, New York.

"There's No Place-Like Home When There's No Place Else to Go." Words by Harry Williams. Music by Nat. D. Ayer. Jerome H. Remick & Company, New York.

"Lend Me Your Heart and I'll Lend You Mine." Words by Jack Mohany. Music by Albert Gumble. Jerome H. Remick & Company, New York.

"You Got to Stop a Pickin' on My Li'l Pickaninny." Words by Frank L. Staunton. Music by Gus Edwards. Jerome H. Remick & Company, New York.

"1er Andante Religioso." Pour Violin avec Accompagnement de Piano. Par Francis Thome. Op. 70. The Frederic Harris Co., Toronto.

"Les Muscadins." Marche Elegante. Par Paul Vachs. The Frederic Harris Co., Toronto.

"Angels Guard Thee." Berceuse de Jocelyn. With Violin and Violoncello accompt. Written by S. J. Reilly. Composed by Benjamin Godard. The Frederic Harris Co., Toronto.

"Levee Lou." Words by Edward Madden. Music by Gus. Edwards. Jerome H. Remick & Company, New York.

"Echoes of Seville." Marche Espanola. By Neil Moret. Jerome H. Remick & Company, New York.

"The National League March." By F. O. Gutman. The F. O. Gutman Music Company, Cleveland.

"At the Devil's Ball." By Irving Berlin. (Words and Music.) Waterson, Berlin & Snyder Co., New York.

"I'll Come Back to You, My Honolulu, Lou." Words by Earle C. Jones. Music by Chas. N. Daniels. Jerome H. Remick & Company, New York.

"Caressante." Waltzes. By E. B. Eddy and C. E. Wellinger. The Northern Music Company, Ottawa.



RELIGIOUS AND DEVOTIONAL BOOKS.

"Prayer and Communion" is the title of a new book by the Bishop of Edinburgh, published by Robert Scott, London, E.C. The book is bound in purple cloth, and has fly leaves of the same color.

The tenth edition of "A Guide to Ecclesiastical Law," for churchwardens and parishioners, comes from the Church Association, 14 Buckingham Street, Strand, London, E.C.

"The Complete Office of Holy Week" is the title of a publication, issued in several styles of binding, regarding which the publishers, Benziger Bros., of New York, have mailed descriptive circulars to the trade. The same firm has issued a new revised edition of "The Roman Missal." These books will be in demand in the Lenten season, which falls unusually early this year.

A valuable bibliography, "Catholic Books in English," has just been published by Benziger Brothers. The volume lists in title, subject and author indexes books now in print in America and Europe. It contains 345 portraits of authors. Purchasers of the bibliography will receive free the supplements, as issued from time to time.

The "improved" version of the Bible, prepared especially for members of the Baptist Church in America, was commenced in 1889, and has thus been twenty-three years in production. It was based on what is known as the Bible Union Version, and is published by the American Baptist Publication Society. It may be noted that the word "hell" has been eliminated throughout, the word "underworld" taking its place.

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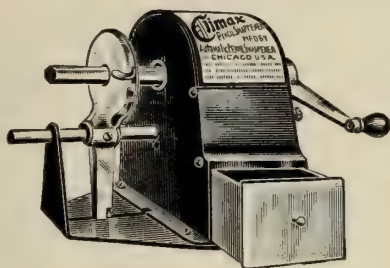


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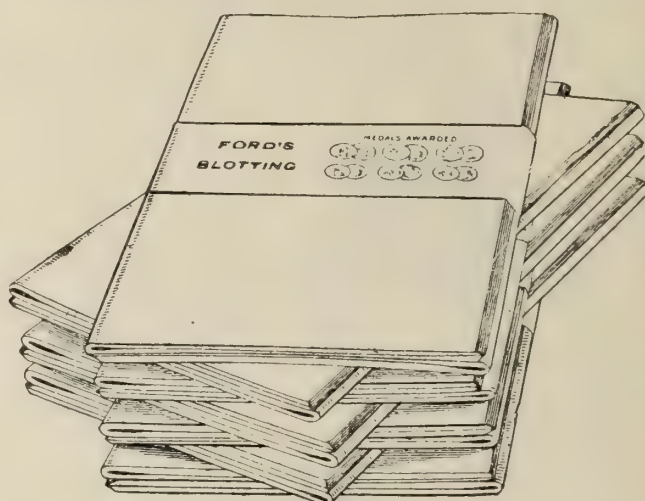
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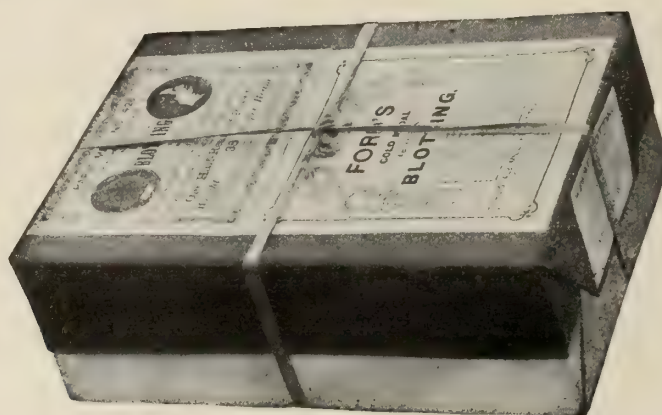


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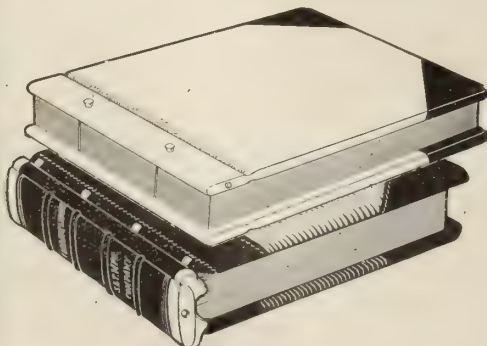
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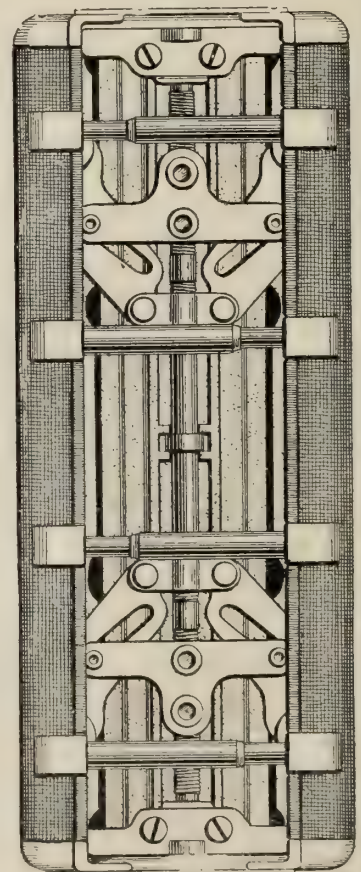
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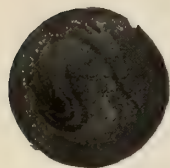
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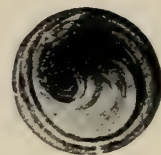
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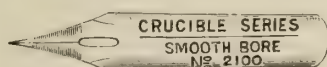
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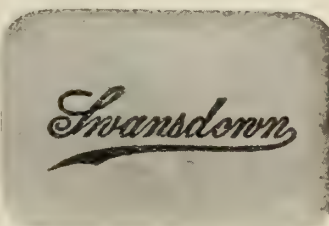


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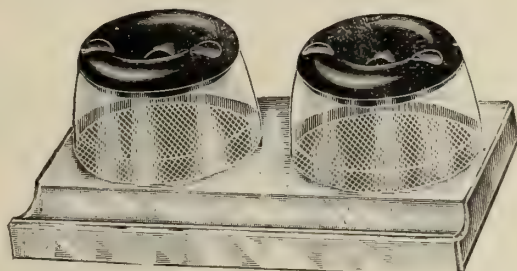
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**"Mephisto"**

The Best Copying Pencils

"Koh-i-noors" come in 17 degrees of leads—from the very softest to the very hardest—for the architect, bookkeeper or the every-day business man.

We carry a full stock of "Koh-i-noor" from 9H to 6B.

Made in various styles, and in four grades.

A complete stock of all sizes and styles carried at all times.

Do not let your stock run down, but send us your orders to-day.

CLARK BROS. & COMPANY, Limited

Wholesale Stationers, Paper Dealers and Booksellers

WINNIPEG

TRADE MARK REG.
IN U. S. PAT. OFF.

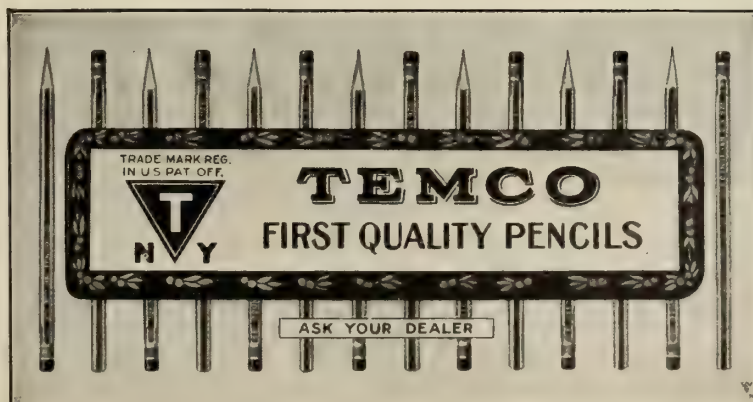
YES YOU ARE GOING TO DO IT!
WHY NOT DO IT NOW?

TRADE MARK REG.
IN U. S. PAT. OFF.

The Most
Superior
High-Grade
Pencil



Made in a
Beautiful
Rich Shade
of Green



Four Grades
No. 1 BB, 2 HB,
3 H, 4 HH



Six Boxes
Packed in an
Attractive
Counter
Display

In North America there are 7,000 rated stationers, over one-half of whom have stocked Temco Pencils. If you are not of this number, NOW IS THE TIME to get in line so as to reap your harvest. TEMCO Pencils readily sell by the dozen, owing to their being packed in neat metal boxes which are so useful when the pencils are used out.

Every Stationer in Canada should get our proposition. Write for Samples and Prices.

TRADE MARK REG.
IN U. S. PAT. OFF.**TOWER MANUFACTURING & NOVELTY CO.**

Manufacturing and Wholesale Distributing Stationers

N. Y.

326-328-330 Broadway

(Pearl to Worth Street)

New York

TRADE MARK REG.
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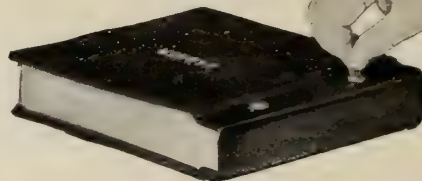
Holding Trade

Every time one of your customers writes a letter, the writing paper you have sold is up for judgment. Every time one of them receives a letter your paper is up for comparison. If what you have sold is

Crane's Linen Lawn

it always gains in favor by both judgment and comparison. By putting Crane's Linen Lawn in the hands of those who demand the best, most tasteful writing paper to be had, you are certain of holding their trade.

EATON, CRANE & PIKE CO. PITTSFIELD, MASS.

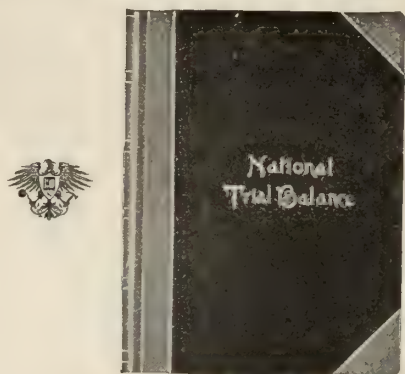


The New "PRESTO" Loose Leaf LEDGER BINDERS

Each Outfit supplied complete with Binder, Index and two hundred ledger sheets. Stocked in two sizes—8¼ x 10—7/8, and 9¼ x 11—7/8

Double Entry, or Debit, Credit and Balance rulings can be supplied in either size. This is an excellent line for retailers, and can be sold at a reasonable price.

SMITH, DAVIDSON & WRIGHT
VANCOUVER, B.C.



TRIAL BALANCE BOOKS

THESE books are made to accommodate from 500 to 5000 names. They have a system of cut leaves, which obviates the necessity of rewriting the names of each month. In the back of each book are extension recapitulation sheets.

The binding is very attractive, back and corners being of Russia Leather, the sides black cloth, the edges green, and gold stamping on the side. This is the best Trial Balance Book on the market. Offer it to your trade.

National Blank Book Co.
HOLYOKE, MASS.

PENNANTS

If you are interested drop us a card for our catalogue of 30 page half-tone illustrations. Pennants, Cushions, Sweater Crests and Felt Novelties, just out of press. It will pay you.

Niagara Pennant Co.
Niagara Falls :- Canada



No. 259

A Chance To Make Extra Profit

As an introductory to the trade we are making a big

Special Offer of Harmonicas

Good Only Until February 15th

Orders sent after that date will not be accepted. This is a big opportunity for you to secure a stock of any or all of the five best sellers of to-day, your profit is over 100% on any of them.



Echo

No. 700

No. 100—Equipped with the famous "Bell Metal Reeds"—very durable—produce best tone effects with little effort. Brass reed plates, nickel-plated covers. 10 single holes, 20 reeds. Regular trade price \$1.85 per doz. Retail 25c.

Special price, per doz. **\$1.68**

No. 101—Same as above, fancy case. Regular trade price, \$2.60 per doz. Retail 35c.

Special Price, per doz. **\$2.38**



No. 100

Rex

No. 700—10 single holes, 20 reeds, heavy convex, nickel-plated covers, heavy brass reed plates. Regular trade price, \$1.70 per doz. Retail 25c.

Special Price, per doz. **\$1.48**

No. 701—10 double holes, 40 reeds, extension ends. Regular trade price, \$3.40 per doz. Retail 50c.

Special Price, per doz. **\$2.98**

No. 259—24 double holes, 48 reeds, rich pipe-organ effect, 7½ in. Regular trade price, \$4.65 per doz. Retail 75c.

Special Price, per doz. **\$4.29**

COUPON

The R. S. Williams & Sons Co., Ltd.,
145 Yonge Street, Toronto, Ontario

Kindly send me, as per special offer, the following order of Harmonicas.

.....Doz. of No.....

.....Doz. of No.....

.....Doz. of No.....

.....Doz. of No.....

Name.....

Address.....

Order by Number from nearest branch
using coupon,

Before Feb. 15th.

THE WILLIAMS & SONS CO.
R.S. MUSICAL INSTRUMENTS OF QUALITY **LIMITED.**

145 Yonge Street, - - Toronto

59 St. Peter Street, - - Montreal

421 McDermott Ave., - Winnipeg

308 11th Ave. East, - - Calgary

Economy

That's
the
point!

Economy of time, pencils, patience **money.** That is what makes the favorite pencils with one who has tried makes them the can handle. **Blaisdell's** almost every them. And this also **best-paying** pencils you Bookkeepers, stenographers, clerks, managers, and above all, employers—the men who **pay the stationery bills**—realize the advantages of **Blaisdell Paper Pencils**; and are using them more and more every day.

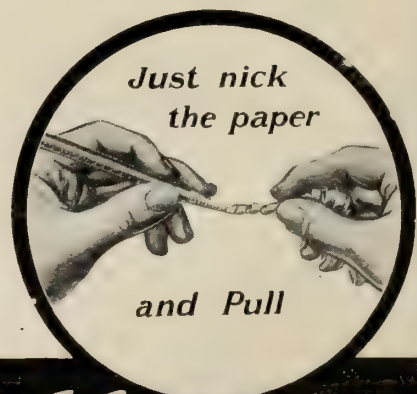
This is notably true with the large and progressive concerns—the sort whose business is best worth while. Their pencil trade alone is profitable. And by supplying them with the particular grades of **Blaisdell** pencil which they most require, you make a strong bid for their general stationery trade.

Remember that **Blaisdell's** are made in all grades for every use. Carry the full **Blaisdell** line. Display them attractively. And they will sell themselves; and help to sell much else besides.

Better look over your stock, and if short on any of the **Blaisdell** grades, send in your order to-day.

Blaisdell Paper Pencil Company

Philadelphia



Blaisdell Paper Pencils

Bookseller & Stationer's ANNUAL SPRING NUMBER

**Will Appear in the Most Important
Buying Season of the Year.**

This issue will be most valuable as an advertising medium and to the dealers an excellent trade help by reason of the practical nature of the editorial contents and the announcements of the important publishers, manufacturers and wholesale firms.

This is an opportunity to reach in the most effective but least expensive manner, the Canadian book, stationery and allied trades.

No Increase In Rates. Forms Close March 15th

An opportune time for a good strong announcement to the Canadian trade.

*For rates and all information
address any office of this paper*

TORONTO: **MONTREAL:** **LONDON:**
143 University Ave. E. T. Bank Bldg. 88 Fleet St., E.C.
NEW YORK: Room 1109-11, 160 Broadway
CHICAGO: 607 Marquette Bldg., So. Dearborn St.
WINNIPEG: 34 Royal Bank Building

5

GOOD reasons why you should wait to see Birn Brothers new lines. 1. They are all new and original designs. 2. They are the most beautiful goods being shown in Canada. 3. They are rapidly becoming the most popular. 4. They are the cheapest High Class goods shown, and therefore, 5. They are the most profitable to handle.

4

lines that have demonstrated great profits for the stationer in past years are produced with new designs of unparalleled beauty. 1. DOMINION SERIES of Xmas Booklets, Letters, Post Cards, Calendars—extended and improved with many beautiful new samples. 2. STEEL DIE STAMPED XMAS CARDS—in 108 of the most attractive designs you ever saw. 3. HERALDIC SERIES—showing shield of Province, City or Town selected—in an entirely new range of designs. 4. LOCALIZED DIE STAMPED SERIES of Xmas Booklets showing name of town die stamped and LOCAL VIEW SERIES produced from photographs of local town, street or building—one of the best sellers in 1912.

3

brand new lines that will be winners the coming Season. 1. The WHITE HEATHER SERIES, high class cards for congratulations, marriages, 21st Birthdays and Silver Weddings. 2. GEM HAND STAMPED SERIES Xmas Booklets & Postals—each color stamped with steel die by hand. No letter-press nor lithographic work can compare with these. 3. PERSONAL GREETING CARDS in 24 of the most charming new designs.

2

lines justifying your special attention when going over the samples are the Autograph Cards—in 55 perfect little masterpieces of design—and the Novelties in book-markers, serviette rings, wedding gifts, birthday and anniversary cards. The selection is practically unlimited—the prices notably low—the profit margins unusually high.

1

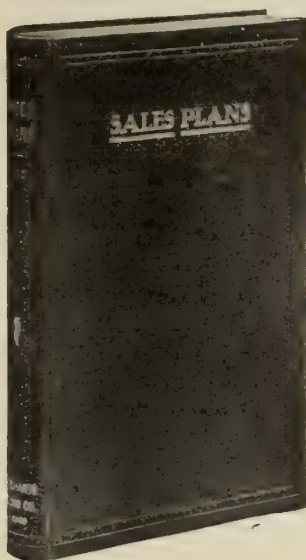
thing YOU ought to do without fail is, see this wonderful range of exquisite goods before investing a dollar for this season. Travellers are on their way to you—WAIT.

LONDON
ENG.

BIRN BROTHERS

TORONTO
CAN.

Every Ambitious Merchant



SHOULD
READ

SALES PLANS

A collection of three hundred and thirty-three successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods.

PRICE \$2.50

All Orders Payable in Advance
TECHNICAL BOOK DEPARTMENT
MacLEAN PUBLISHING CO.
143-149 UNIVERSITY AVENUE :: TORONTO

Not an Enterprise for the "Quitter"

"If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

"He must know before he begins it that he must spend money—lots of it.

"Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

"Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."



LOOK

for the Elliott line of odd, unique and original productions for 1913—in

Tally Cards

Place Cards

Birthday Greeting Cards

Calendar Pads

Christmas Cards and Letters

Post Card Calendar Mounts

Party Invitations

Initial Stationery

Don't order until you have seen these goods.

THE CHAS. ELLIOTT CO.

North Philadelphia, Pa.

Canadian Representatives:

A. R. MacDOUGALL & CO.

42 Adelaide Street

:-

Toronto, Canada

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THE POINT

of a Fountain Pen must have the careful consideration of every intelligent buyer.

A dealer can sell pens having platinum instead of the extra hard iridium used on all Morton Pens, but selling inferior pens is bad business in every way.

WE INVITE YOU TO INVESTIGATE THE MORTON FOUNTAIN PENS

and are prepared to assist you with all vital facts. The results will show the Morton Pens in the highest possible rank.

If you haven't a catalogue and price list, write for one to-day.

Our stock lines are up-to-date and of surprising value.

Get our proposition for pens with your imprint.

Made by
J. MORTON & CO.
New York

Canadian Agents:

MENZIES & COMPANY
LIMITED

152-154 Pearl Street --:- TORONTO

IMPORTERS OF

Christmas Cards, Calendars, Ball Programmes,
Menus, Fancy Card Blanks, Ball Programme
Pencils, Post Cards, etc., etc.

Local View Post Cards

HUNT'S REAL PHOTO PROCESS

**Toned Glossy and Mat Surface.
Are the finest cards in the market.**

Customers' own subjects reproduced
in the best quality, at lowest prices.

— 250 each subject upwards —

PHILIP G. HUNT

Electric Automatic Machine.

Bromide Printer.

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ENGLAND**

Export and Colonial Dept.:
**34 Paternoster Row,
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The largest producer of Real Photo.
Local Post Cards for the wholesale
trade.

Canadian Agents:

Menzies & Company, Ltd.
152-154 Pearl Street, TORONTO, Ont.

Send for samples and trade list and
place your orders NOW for next season.

England, Austria, Germany and France

HAVE CONTRIBUTED THEIR BEST TO MAKE

The **Menzies'** Lines
of Calendars, Xmas Cards, Post Cards,
Novelties, Etc.

Our **CANADIAN** designs have been under way for twelve months, and we have now to announce the best **DOMINION SERIES** that we have yet turned out.

Every design is new and original. The series contain hand-colored and plain Real Photogravure and Platinotype Views of carefully selected National Scenery, Local Views of the Cities, Provincial and Civic Coats of Arms, Canadian Emblematic Cards and Calendars.

Three new series are now added to our usual range of Clifton Diamond and Menzies' series:

The "Richmond"—Floral Designs. An absolutely original idea—and a winner.

"Richmond" Celluloid—Cheapest and Best.

The "Diamond" Canadian Boxed Xmas Cards and Autographs—Emblematic Designs and Local Views.

**Mechanical Post Cards—"Deluxe" Colored Photo Post Cards,
Xmas Tags, Labels, Enclosure Cards, Seals, Etc.**

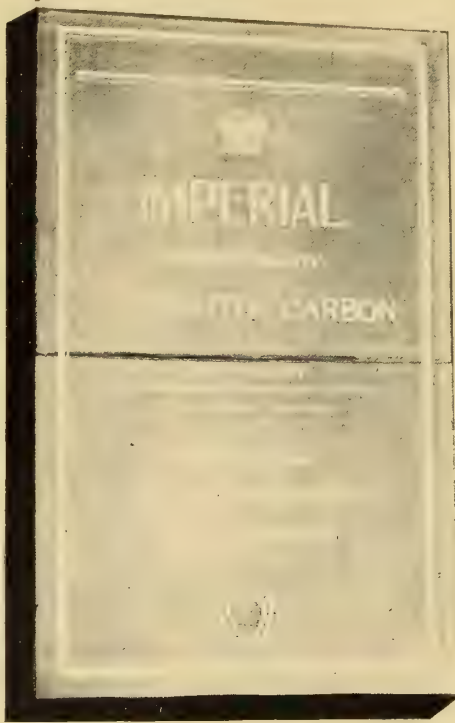
PRIVATE XMAS CARD BLANKS IN EVERY SERIES.

Our travellers carry our usual Agency Lines of Staples on this trip, such as Blotting—all kinds, Glucine, Sealing Wax, Morton Fountain Pens.

**OUR NEW LEATHER GOODS SAMPLES—FOR
STATIONERS' TRADE—READY NEXT MONTH.**

MENZIES AND COMPANY, Limited

152-154 PEARL STREET, TORONTO



OFFICE SUPPLIES

Imperial Typewriter Carbon

Two weights, three colors

Imperial Pencils

Drawing, in 5 degrees, and rubber tipped

Nonsmear Checking Pencils

will not blur

Clipless Paper Fasteners

Hand or Stand Machines

Loose-Leaf Ledgers and Binders

Archive Files and Binding Cases

Card Index Cabinets and Supplies

YOU CANNOT AFFORD TO BE WITHOUT OUR
CATALOGUE

BUNTIN, GILLIES & COMPANY, LIMITED
HAMILTON AND MONTREAL

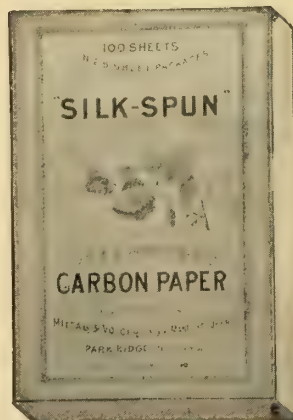
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TYPEWRITER RIBBONS

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BEST POSSIBLE CONSTRUCTION

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We embody in our line every
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WE FILL EVERY
REQUIREMENT



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FOR EVERY PURPOSE

Distinguished for Durability
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We have CREATED
the standard

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WE SUIT EVERY PURPOSE

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Manufacturers for the Trade only

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AGENCIES in every part of the world—in every city of prominence.

Bookseller & Stationer and OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for twenty-eight years the recognized authority for those interests.

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VOL. XXIX.

PUBLICATION OFFICE: TORONTO, MARCH, 1913

No. 3.

MANY MEN OF MANY MINDS MANY PENS OF MANY KINDS

Stock the full Sanford & Bennett line. You can sell and please every customer with one or more

Sanford & Bennett Fountain Pens

They will increase your sales and your profits. Every pen made in our own factory by experts. We use only U.S. Government bar gold—hardest Russian iridium—pure Para rubber.

Sanford & Bennett quality is above — prices below — the usual fountain pen standard.

No other pens equal in practical ingenuity our

AUTOPEN (Self-filler)

COMMERCIAL SAFETY (Non-leakable)

Write for prices and discounts.

SANFORD & BENNETT CO.
51-53 Maiden Lane - - - New York



LOTUS LAWN

STATIONERY

¶ The introduction of this line has been an unprecedented success. The trade easily recognized it a winner, the consumer caught on to the value, and it has made friends all round.

¶ Are you having your share of the Lotus Lawn business? If not, it is waiting for you. Don't delay writing for particulars and samples. We have a buying proposition.

WARWICK BROS. & RUTTER, LIMITED
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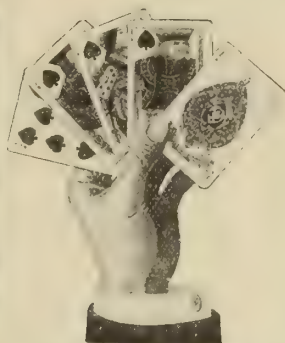
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ENGLISH

PLAYING CARDS

NEW DESIGNS



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SOCIETY**

**LINETTES
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Your
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WITH RULES

MANX—AUCTION BRIDGE
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SCORE PADS FOR ALL THE GAMES



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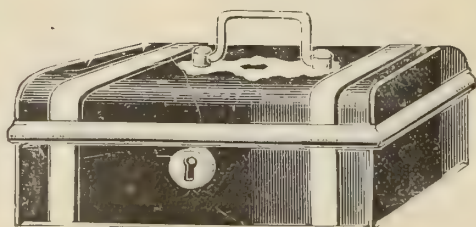
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24 Scott St., TORONTO

BROWN BROS., LIMITED

Wholesale and Manufacturing Stationers
51-53 Wellington Street W., TORONTO

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Cash Boxes, best English make.
Deed Boxes, best English make.
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Steel and Rubber Flexible Rulers.
Ophir Lead Pencils.
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Faber and all Popular Pencils.
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"Get the Best".
Esterbrook Pens, Sole Agents.
B. B. Pens, and all Best Makers.
Blotting Paper, all Weights, White and Colored.
Paper and Cardboard, Every Kind.

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STATIONERS, TORONTO.



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TIME

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NEW YORK
Established 1825

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Agents,
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☞ Place your orders with us.

Christmas Papeteries 1913

FROM

"THE HOUSE OF GAGE"



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Montreal

Ottawa

Toronto

Winnipeg

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Paper Mill—

St. Catharines

W. J. Gage & Co., Limited

Manufacturing Stationers

Toronto, - Ontario

England, Austria, Germany and France

HAVE CONTRIBUTED THEIR BEST TO MAKE

The Menzies' Lines
of Calendars, Xmas Cards, Post Cards,
Novelties, Etc.

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The "Diamond" Canadian Boxed Xmas Cards and
Autographs—Emblematic Designs and Local Views.

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PRIVATE XMAS CARD BLANKS IN EVERY SERIES.

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OUR NEW LEATHER GOODS SAMPLES—FOR
STATIONERS' TRADE—READY NEXT MONTH.

MENZIES AND COMPANY, Limited

152-154 PEARL STREET, TORONTO

YOU SHOULD KNOW

All there is to know about Fountain Pens.

When you do get that information you will find that many lines of fountain pens now on the market are not deserving of a place in any conscientious merchant's store.

On the other hand, you will find that the fullest investigation bears out all we have been telling you about

MORTON FOUNTAIN PENS

They are made of the highest grade of materials throughout, consistent with the different prices at which they are available.

We invite letters of enquiry concerning these pens.

Our sixty years of experience as makers of high grade pens, and the high reputation earned by the firm and its product, back up the dealer who sells the pens.

There's no gamble about it—the dealer's position is safe and sure.

Write us about it to-day. Illustrated Catalogue for the asking.

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J. MORTON & CO.
New York

Canadian Agents:

Menzies & Company
LIMITED

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IMPORTERS OF

Christmas Cards, Calendars, Ball Programmes,
Menus, Fancy Card Blanks, Ball Programme
Pencils, Post Cards, etc., etc.

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250 Styles

When you sell
your customers
**Esterbrook
Steel Pens**
you sell them
satisfaction.

A style for every
taste and every
purpose.

The Brown Bros.
Limited
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Toronto

The Esterbrook Steel Pen Mfg. Co.
95 John Street, New York
Works, Camden, N. J.



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HUNT'S REAL PHOTO PROCESS

Toned Glossy and Mat Surface.
Are the finest cards in the market.

Customers' own subjects reproduced
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— 250 each subject upwards —

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Export and Colonial Dept.:
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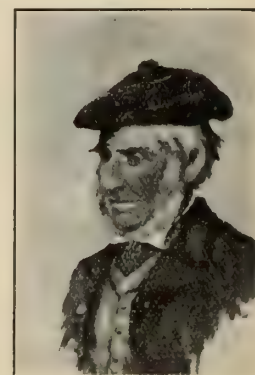
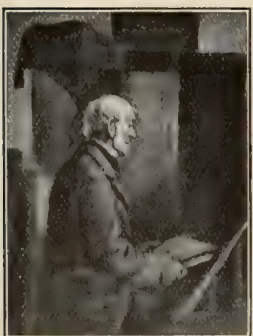
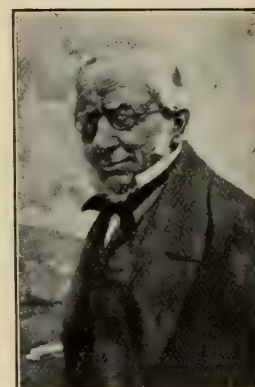
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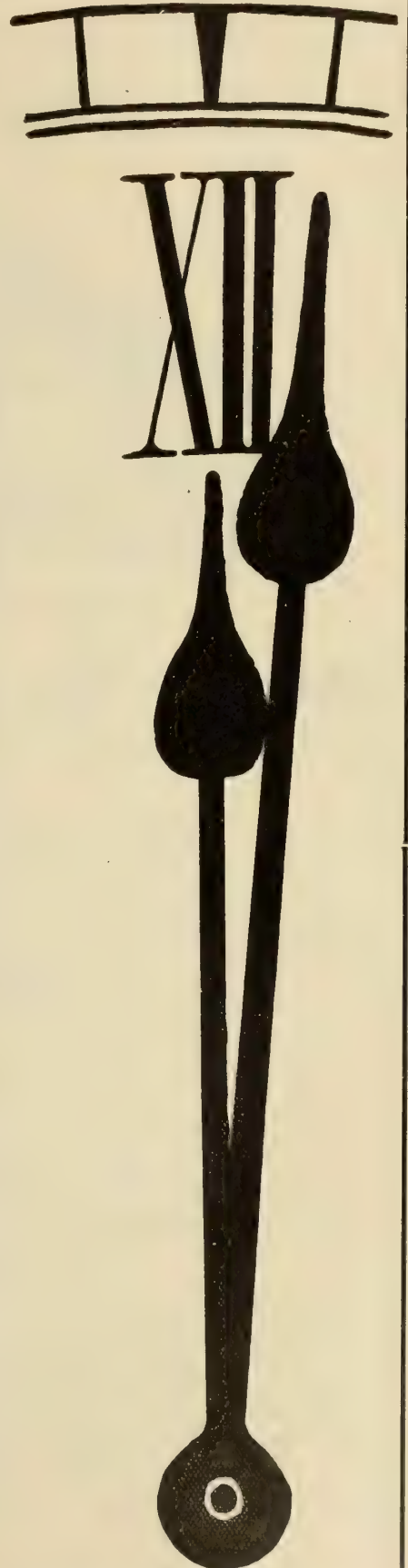


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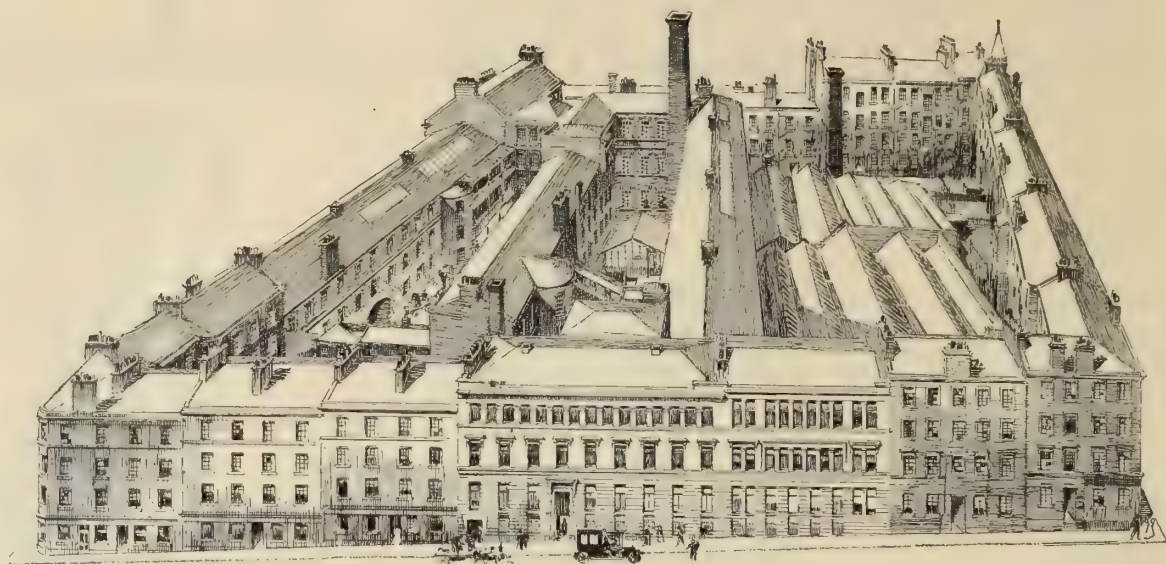
for the dealers to do their import buying for Fall and Holiday trade—here is an index to some of the new offerings.

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- 6 Among the Wheat-Fields at Manitoba.
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The Doukhobor Country.
- 8 A Doukhobor House, near Veregin.
- 9 Study of a Doukhobor Woman.
- 10 The Prairie at Elstow, Saskatchewan.
- 11 The Saskatchewan River at Edmonton.
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- 14 The Bow River at Banff.
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- 24 The Old Smelter, Nelson.
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- 26 On a Mountain Side near Nelson.
- 27 On Kootenay Lake.
- 28 View from the Shore of Kootenay Lake.
- 29 A Prairie Town, Gleichen, Alberta.
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- 31 Naomi, Paul's Wife.
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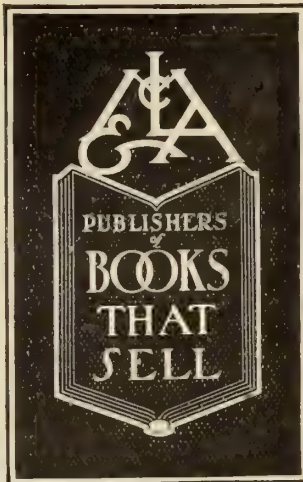
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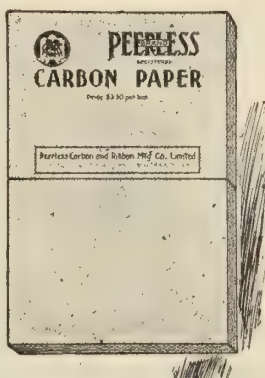
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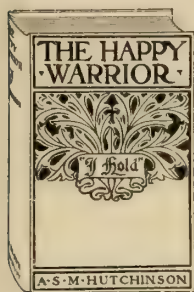
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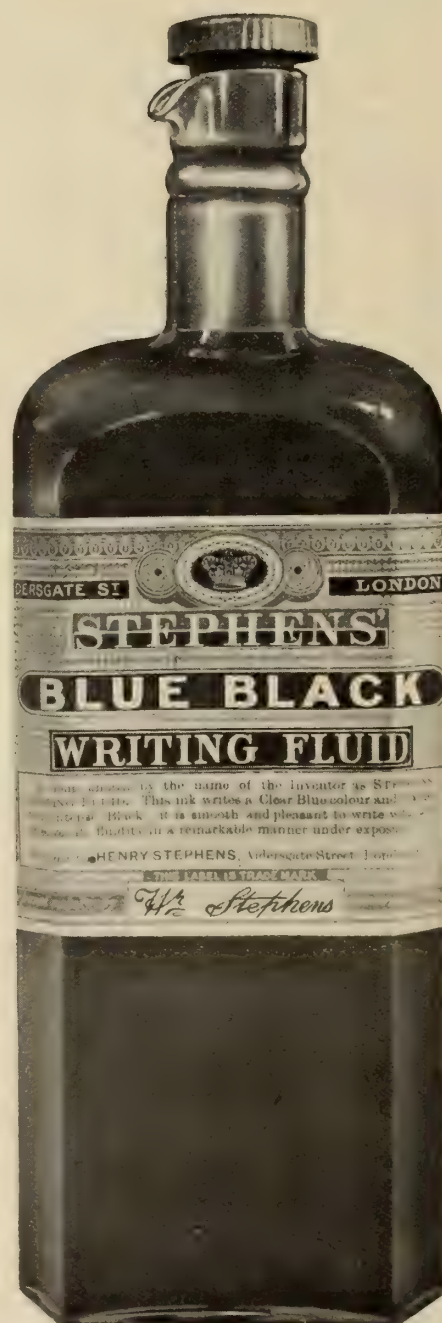
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To Take Place in Toronto on April 28th—Day Previous to General Convention of the Retail Merchants of Ontario at Time of Annual Business Show in Massey Hall.

The point of renewed action has at last been reached in connection with organized effort by booksellers and stationers, and it has come from the headquarters of the Retail Merchants Association of Canada, with which the Booksellers' and Stationers' Association was merged two years ago.

Secretary Trowern has issued notices to all members of the trade announcing a convention to be held in the large committee room at Massey Hall on Monday, April 28th. The session is to begin at 2 p.m. That will leave the forenoon free for buying what merchants may wish to at the time of this visit to Toronto. The convention of the Retail Merchants Association of Canada, for the Province of Ontario, will be held on the two following days and questions of general interest affecting all classes of retail merchants will be left for those days, thus restricting the questions to be discussed by the booksellers and stationers at their own convention, to the consideration of matters directly affecting the book and stationery business.

A Business Show.

Another drawing card is the fact that the first Annual Business Show will be in full swing at Massey Hall during the week in which these two conventions are to be in session. The Business Show will appeal to every man engaged in business, but doubly so to stationery merchants who are interested from the standpoint of sellers as well as buyers. There will be reduced railway fares by reason of the Business Show and additional attractions to induce the merchants of Ontario to come to Toronto at that time, will be the annual displays of holiday goods for import, by different firms, some in the principal hotels and others in the show rooms of their warehouses.

There are so many inducements for Ontario booksellers and stationers to come to Toronto at that time besides the Association question, which is of premier importance, that there is every reason to anticipate the largest gathering of these merchants that has ever taken place in this province.

Questions to be Taken Up.

By way of arriving in a systematic manner, at a programme of questions to be considered, Secretary Trowern, in sending out the notices, has asked for an expression of opinion by the members in their replies, as to what they consider the most important subjects to be taken up. These will be acted upon by the executive committee, and the result will be that the hours of the convention will be spent to the utmost advantage with the discussion restricted to the most vital trade questions.

The provisional programme includes the consideration of the school book question and the attitude of the government; discounts allowed the trade on school texts and other books; price maintenance and the net system in bookselling as evolved in Britain and the United States, and the encroachments of other trades on the legitimate and recognized field of booksellers and stationers.

It is proposed to throw the evening session open to be participated in by members of the publishing and wholesale concerns and their travelling representatives.

This should result in at least taking the initial steps toward the realization of reforms and closer co-operation between wholesalers and retailers.

The School Book Imposition.

In a letter to one of the Toronto publishing houses received recently, occurs this paragraph:—

"This school book business is an imposition on retailers and I with a number of others will cease to handle

them unless the government or the Education Department in particular devises a sane method of publishing them."

Commenting on this the publisher pointed out that the great grievance of the bookseller was not so much his losing profits from the very much reduced retail prices, but the fact that in a great many cases the discount on the books did not begin to pay for the cost of carriage even when shipped by freight. This was true of a number of authorized books and supplementary readers. After the close of the school book rush in September and October last, a number of booksellers, in paying their accounts, stated that thereafter they would not touch the school book business but "let someone else lose money over it."

The publisher suggested that a discussion in Bookseller and Stationer might be productive of good results.

What is the trade going to do about it?

Bookseller and Stationer's columns are open for letters on this important question. It should and doubtless will be one of the questions taken up at the convention in April, but booksellers in other provinces have similar grievances and can hasten action and inspire faith in the power of united trade action by offering suggestions proposing definite lines of action in letters for publication in Bookseller and Stationer.

It is a question of vital importance. It is indubitably true that in many cases merchants are to a considerable extent themselves to blame for the existence of certain restrictions and handicaps under which they labor, but which might have been or could be overcome by presenting a united front in demanding reforms.

The present officials of the Booksellers' and Stationers Section of the Retail Merchants' Association are: President, J. G. Cloke, Hamilton; Vice-President, A. H. Jarvis, Ottawa; Treasurer, William Tyrrell, Toronto; and Secretary, E. M. Trowern, Toronto.

In connection with important questions that should be taken up at the conventions, suggestions may be sent taken up at the convention, suggestions may be sent Stationer. There may possibly be nice points in connection with certain trade questions, which unless accompanied by details, might put a retailer in a wrong light. Retailers may depend upon it that confidences will be respected at all times. The most vital topics will be taken up at the afternoon session of the convention and threshed in preparation for the evening meeting at which representatives of the wholesale houses, and traveling salesmen will be present and take part in the proceedings. The benefits that may thus be cultivated are obvious.

It had been the first intention to hold the two conventions in March, but it was found that preparation for the Business Show required more time, and the latter part of April was settled upon with the Booksellers' and Stationers' Convention on Monday, April 28th, and the R.M.A. Convention on the 29th and 30th.

Letters From the Trade.

In a letter from C. L. Nelles, he says: "Every month I look forward to Bookseller and Stationer and must say go through the contents thoroughly. In regard to the book section I might suggest a change in the record of copyright books to have the title first and author second, as in the ordinary course customers in asking for new books know only the title."

This point appeared to be well taken. It was approved

(Continued on page 32)

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H. T. HUNTER

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General Manager

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CANADA'S COMMERCIAL EXPANSION.

That Canada is in the midst of a period of very rapid commercial expansion, is the opinion of The Financial Post of Canada.

In an article on the banking situation it states that it is a well-known fact that almost every factory in the country is working at capacity rate and not filling its orders. Under such conditions, it is pointed out, one of the dangers to be avoided is too rapid development. The tying up of too much capital in the form of fixed assets must be followed by a period of shortage of liquid funds, which puts a severe strain upon banking resources and so cramps every form of business.

In addition to this, The Post says, there is the possibility of supply outrunning demand and a resulting slump in prices. In older countries demand and supply do not vary much from year to year, but in Canada from year to year, we are finding great increase in both sides. The problem is to keep them balanced. Development of a legitimate character is proceeding in Canada, and so long as this is accomplished by a steady influx of immigrants there is but a very remote prospect of supply outrunning demand.

What the two coming events, the opening of the Panama Canal and the completion of the Grand Trunk Pacific and the Canadian Northern Railways, will mean to the Canadian Northwest is difficult to estimate, because the possibilities they open up are so far reaching. That they spell progress of a substantial nature to the West, especially to its cities, there is no reason to doubt. Not only is Vancouver already laying plans for the future as a great shipping port, but the cities of the western prairies which these railways, with the C.P.R., are connecting with the Pacific Coast, anticipate becoming grain centres that will rival Minneapolis. They are becoming linked by rail with the wheat and ranching areas of Alberta and Saskatchewan. With the completion of the railroads and the canal, a large proportion of the carrying trade will naturally go to these cities as primary points, and from there to Europe via the Pacific and the Panama Canal.

BUSINESS TONICS NEEDED.

It is not always favorable location that accounts for outstanding success in retailing. There are examples of high achievement in spite of the handicap of situation. A remarkable example is afforded in the experience of a Philadelphia bookseller, who, rather than pay the high rental demanded on the principal business streets, deliberately moved his business to, not only a side-street

but a thoroughfare almost exclusively residential. But he was acting upon a well developed plan of action which has been attended by most satisfactory results. That man is one of the most successful booksellers in Philadelphia. Much of his success is due to a systematic method of following up prospective business by means of a card system. He has built up an extensive list of people who buy books and has these people classified according to the particular subjects or authors in whom they are especially interested and also according to their vocations. Thus, when a new book appears dealing with some phase of the medical profession, out come the cards containing the names of physicians and an announcement goes out to each with an invitation to come and see the book or a suggestion to have an employee take it to his office. Needless to say sales frequently follow. This method pursued in connection with the various classifications of the prospective customers has resulted in creating business amounting to greater volume than comes in the ordinary way to even those stores having the most favorable locations in the heart of business sections of large cities.

There is nothing to prevent the same intensive method of creating sales being adopted in the case of a bookstore on a main thoroughfare. There are various ways of accelerating business which could all be put into motion and the average bookstore is in dire need of large doses of business tonics of that nature.



USING A TRADE ORGANIZATION.

Canada is not without the "what's-the-use" sort of man among the retail booksellers and stationers, and that attitude is assumed by too many of these merchants toward the question of organization. Just because the last effort was not particularly successful is no reason for assuming that another attempt would not succeed. That policy followed in business would lead only to failure. Progress should be the watchword of every merchant and trade organization should have a place in the programme of Canada's booksellers and stationers. Dealing with the organization subject the Engravers' Bulletin of Louisville, Ky., says:

"Organization brings out the best that is in a man. It acquaints him with the possibilities of his business and the speediest approaches to the gate of success. It offers him a wealth of counsel and the warmth of a brother's heart. It can do no more than offer. The man who will not take its offerings, and taste of its fruits, will never profit from his membership. When you hear a man knocking his organization on the ground that he can't see any benefits from it, please enquire what he has done in it, and what he has tried to do through it."



BEWARE OF THE CONFIDENCE MAN.

Every man in the retail business is more or less subject to attacks from what is commonly called the "confidence" men. So much so has this been the case, that merchants have been lately insisting more and more on making sure before they take part in the jump.

In Western Ontario a new case of alleged false pretences has arisen in which merchants claim to be the victims. They were called on some time ago and asked to take advertising space in a board to be placed in a theatre. Some accepted and paid over their \$5, more or less, according to the size of the space. It is now claimed that the party in question had no authority from the theatre manager to do this business, and he has been arrested.

The advice by an old merchant some time ago to the writer is worth while everyone's consideration. "Do all the business you can with men of standing, men whose reputations have been established beyond doubt," he said, "and never take a stranger at his word." This man insists on knowing the ins and outs of everything before he parts with his money. He is not averse to spending a two-cent stamp to determine facts, and he never signs an order or a paper before he reads it.



ANXIOUS ABOUT PARCELS POST.

What is the retail trade throughout the country going to do about Parcels Post? Almost every day someone in parliament or small daily newspaper advocates this system for Canada. The government is practically being forced to do something and eventually will, unless the opposition from the merchants of Canada is strong enough to offset the efforts of those anxious to see Parcels Post established.

Merchants throughout Ontario are becoming aroused, as is evidenced by the fact that several have written the secretary of the Retail Merchants' Association wanting to know what is going to be done about it. They are anxious to see the Scale Inspection Act amended, and the Garnishee Law changed so that debts can be more easily collected, but from the tone of many letters they are more interested in offsetting Parcels Post.

This is to be one of the questions taken up at the annual meeting of convention in Massey Hall, Toronto, March 11th and following days. The trade is not so much opposed to the principle of Parcels Post as to the effect it will have on the country as a whole. Conditions here are a great deal different from those in the Old Country, and any injury caused the retail dealers throughout Canada is going to adversely affect the standing of the towns and villages in which those dealers are located.



POINTED EDITORIAL NOTES.

It is natural for people to get in a rut. The merchant who keeps his assistants from getting into a rut is the one who keeps out of it himself.

* * *

Get the best you can out of every customer. See to it that they leave your store with such a favorable impression that they will naturally want to come back again.

* * *

Get tired of seeing the same things displayed in the same place in the same way day after day; change something every day. This will do both you and your business a lot of good.

* * *

Study the idiosyncracies of your customers. They may be almost exasperatingly annoying at times, but if you can't rise above a little thing like that how are you going to face the big problems of your business?

* * *

Make each day different from every other day. Adding variety to your life in this way will not only increase your interest in your business but will increase the interest of customers to the extent of more sales and more profits.

* * *

St. Patrick's Day and Easter come close together this year, but the dealer should not entertain any thought that either will be effected otherwise than beneficially either by reason of the team work that can thus be accomplished.

CRAMPING THE RETAIL MERCHANT.

A Saskatoon paper tells of the efforts of city auditor Neilson and city clerk Leslie to have the city run a stationery department, the supplies to be purchased at wholesale.

Upwards of \$3,000 was spent in the various departments of that city last year, the auditor pointed out, adding the remark, that the system had been worked with great success by the school boards, who maintained that it was a much more economical method of securing the large amount of stationery they required.

Were the system to be installed by the city, he continued, it would merely require the services of a clerk for a few hours each day, and could be very well looked after by one of the clerks in another department.

The newspaper reporter hinted at the avalanche of complaints that would be likely to come from retail stationers, but this was pooh-poohed, by the city auditor, who could not see that the local men would have any kick as should the system be adopted, the city would call for tenders, and each would have an opportunity of bidding.

Sounds quite plausible too doesn't it? But in view of the known tendency toward the very deepest sort of price cutting that is instigated by the system of calling for tenders, is "the system" a square deal for the retailer?

Here surely is work for an association of booksellers and stationers. The evil which the motion of these Saskatoon officials seeks to extend, has been growing at a remarkable rate in recent years, particularly in the case of school supplies and as has often been pointed out in these columns, the dealers who are the successful tenderers frequently fill their contracts at an actual loss, when the time they spend one way and another before and after obtaining the contract, is taken into consideration. There are many cases in which tenders are made at so close a margin that the alleged profit is eaten up by the freight charges alone, not to mention the unpacking of the goods and the cost of distributing them to the different schools.

Municipal bodies seem to have sort of a diabolical knowledge of the weakness of human nature in general and of retail stationers in particular and the fact that unjust inroads upon the trade are allowed to pass with apparently no effort to stay them, certainly does reveal a deplorable weakness. Joint action and aggressive educational work by means of a trade organization could be made the means of impressing upon the civic Solons the folly of taking action detrimental to the best interests of retail merchants who contribute in such large measure to the general well being of a community.

The value of retail shops to a city, town or village is incalculable, constituting a most indispensable commercial convenience to the citizens. The manufacturer produces but upon the nation's shopkeepers rests the introductory selling power and distribution, dominating the work of the maker and factor and essentially influencing tastes, fashions and habits. It is the retail merchants who largely support the rates, the banks, insurances, and the interests of property owners.

A creditable retail district in a town is a most valuable civic asset. Governments and municipal bodies cannot be too liberal in their consideration for the interests of merchants and should in fullest measure aid the advance and the convenience of retail interests. It will not be out of place here to criticize the tendency toward giving the best sites on main thoroughfares to banks, and public buildings. Driving the retailers away from the best situations limits their endeavors and such action encourages out-of-town shopping.

News Notes of the Stationery Trade

Paragraphs About New Stores Established, Business Changes, and Intelligence From Various Centres of Vital Interest to Stationers.

John Galbraith has opened a well appointed book and stationery store at 738 Lansdowne Avenue, Toronto.

The Gendron Manufacturing Co., of Toronto, will build an extensive addition to their factory this year.

C. J. Newling, lately with Gordon & Gotch, has opened a completely stocked book and stationery store at 491 Bloor Street West, Toronto.

Menzies & Co. have issued invitations printed on linen finished writing paper, inviting the trade to their import display at their warehouse during March.

W. E. Peppiatt has just purchased the stationery & Book Store of W. B. Northcott at 939 Bloor St. West, and has added largely to the original stock.

A new book and stationery store has just been opened at 1043 Dundas Street, Toronto, by Horace Ransome, for some years Western traveling representative of Warwick Bros. & Rutter.

The announcement was made this week that Henry C. Bainbridge has purchased the stock and interests of Richard W. Bainbridge, of the corporation of Chas. T. Bainbridge & Sons.

William Sinclair & Sons, Limited, manufacturing stationers, of Otley, England, have opened a Canadian branch office at 525 St. Paul Street, Montreal, under the management of J. C. Crocker.

Owing to the growth of their Western business since opening in Winnipeg, the Imperial News Company have found it necessary to seek larger premises and are situated in more commodious quarters at 14-16 Princess St. in that city.

Among the visiting buyers in Toronto in February were Miss F. B. Thompson, representing the Hudson's Bay Co., W. B. Clark, Renfrew; Walter Scott, Barrie, and J. Crabb, buyer for the C.P.R. news departments throughout Canada.

Increased cost of manufacture following upon advances in the price of paper, duck, leather and other raw materials, account for the withdrawal of blank book prices by several of the leading United States manufacturing concerns, indicating an advance in blank book prices.

Augusto Bethencourt who was recently placed in charge of the Foreign Department of the Tower concern of New York is a native of Curacao, Dutch West Indies. He speaks English, Spanish, French and Dutch, all fluently. The interesting event now proceeding in his department is the translation into Spanish of the firm's new 850 page catalogue.

There is now being manufactured in Chicago an article called Bick's Fountain Pen Disks. The disk is a chemical preparation which takes the place of ink. The modus operandi is: drop the disks in the barrel of the pen, add water, and you have a thoroughly satisfactory fountain pen ink. It is guaranteed not to corrode the pen; fade or clog the feeder; will copy; cannot be eradicated and is not injured by freezing. It is put up in aluminum tubes containing fifty discs.

The American Lead Pencil Company got an extraordinary testimonial regarding the Venus lead pencil from James Montgomery Flagg, the artist. His terms of appreciation were: "It's as smooth as a book agent and as black as the devil." Howard Chandler Christy also wrote telling of his delight in the use of Venus pencils, and while his tribute was complete it was not so strikingly worded as that of his brother artist, who demonstrates unflagging devotion to Venus.

The W. J. Gage Company are now occupying their new warehouse recently completed, adjoining the factory and facing on Adelaide Street. This section of the city is becoming quite a magnet, both for book and for stationery houses. Not far distant are Warwick Bros. & Rutter, and the Copp, Clark Co. The house of William Briggs is shortly to move toward the west end and now it is asserted that two, and perhaps, three other wholesale book houses are to locate near King Street and Spadina Ave.

H. O. Sutton & Co., Booksellers and Stationers, of Portage la Prairie, recognized the importance of making a strong bid for trade in Valentines. They used an eight-inch double column space in advertising these publications.



GOOD EXAMPLE TO FOLLOW.

Russell, Lang & Company, of Winnipeg, "Manitoba's oldest Bookshop," have issued their 33rd annual catalogue. It contains thirty-two pages 9x12 inches in size, is profusely illustrated and besides listing books embracing all classes of literature, including periodicals, embodies art publications, school supplies, Sunday School and other church organization supplies, office appliances, maps, microscopes, flags, drawing and art supplies, games, sporting goods, stationery, engraving and printing.

Other dealers could not only take one but many a leaf from the catalogue example of this progressive Western firm. The catalogue is mailed in an envelope which in itself is an effective business-bid, with striking illustrations of books and catchlines. There are comprehensive lists of fiction, general books, Bibles, prayer books and hymnals such as most bookstores handle, but a notable feature is the listing in separate departments of Presbyterian, Methodist, Anglican, Baptist and other denominational publications and supplies.

With the catalogue is sent an order sheet and altogether the catalogue is a credit to Russell, Lang & Company, and an eloquent evidence of competent mercantiling.



REDUCING STOCKS BY SPECIAL SALES.

A firm in Enderley, B.C., were disappointed in connection with certain lines of goods really intended for holiday trade, which, however, did not arrive until after Christmas. They took advantage of the occasion to put on a special sale at bargain prices for fourteen days. The goods included, doll carriages and framed pictures. They may be classed as staple stock, but it was found advisable to reduce these lines by means of a special sale rather than to carry them in stock, for an indefinite period thus tying up capital that could be used to advantage in purchasing other good seasonable goods that will command sales more readily. This applies particularly to those merchants who are doing business on a limited capital. It frequently happens that a merchant is prevented from taking advantage of cash discounts by just such occurrences as overloading their stock either by their own misjudgment, as is the particular case cited, in which case the fault was apparently not his own, but rested with the firms from whom the goods were purchased who should have made earlier shipments.

Marin & Mackenzie, of Port Arthur, conducted a sale of stationery in January, selling off hold-over holiday papeteries at half-price. The sale was thoroughly brought to the notice of the public by the use of the full length single column newspaper advertisements.

Your window display as with other forms of advertising must have a "punch." It should deliver a selling message, demonstrating need or creating desire

GOOD ADVERTISING



THE SHOW WINDOW IN ADVERTISING.

Advertising, whether in the newspapers, the show windows, or any other form of publicity, should be informative to the highest degree. In the case of the window, an attractively arranged display may do its work in getting the eye of the man on the street and his appreciation of the artistic manner of its arrangements, but does it deliver a selling message to him? What is the use of painstaking effort to get a man's attention if nothing further is accomplished? The chief end is to demonstrate need or create desire and thus promote sales. Good show cards emphasizing cardinal points and giving prices will prove most effective. Aim to give essential information in tabloid form. Meaningless phrases about "best" and "cheapest" will not appeal. These terms have been used to such an extent by people unable to say anything else, that any meaning they originally had has disappeared. The terms are threadbare, with service, and hoary with age. There are, for instance, scores of different boot-polishes on the market. When we consider that each of these individually claims to be the best and the cheapest, the need for some distinctive selling argument is apparent. Some one has said that there is no more important department of a retail store than its window display. Put new and seasonable goods in your window. In that way you will attract the attention of everybody in town to your store as being the most progressive and attractive. The merchant who first directs the attention of the people to a new line of goods or to an old line for immediate use is most likely to get the business.

Laziness is not the cause of slight attention to window dressing as much as a lack of appreciation of what the window really does. The trouble with many dealers is that they expect to see almost immediate returns from the window. This does not always happen. The fact is as true with show-window advertising as it is with almost every other kind, that direct results are not always traceable. Where a dealer is favorably located on some main thoroughfare and a great many people pass by, he will naturally feel the influence of his window a great deal more than one whose store does not front a busy street; but the dealer on a comparatively quiet street is making a big mistake by ignoring his window. The latter needs to pay even more attention to this valuable advertisement than his contemporary on the busy thoroughfare, because if he does not continually exert himself to retain his hold on his customers and secure new ones, the fact of his being not so fortunately located will prove an ever growing handicap in his business.

Do not forget to impress your business upon your displays. It does not follow that you should always have the firm name standing out in big, glaring letters, almost overshadowing all else in your window, but attempt by many ingenious ways to have your displays attract attention to your name, and so associate it with your business in the mind of the onlooker that your name and your business will be like synonyms to him, one recalling the

other, any needs of his in your line of business instinctively bringing to his mind your name. Great success depends upon making your name a household word for what you sell. Your show window can aid you in doing this.

Don't Crowd the Windows.

The window dresser who tries to crowd half a hundred different articles into a single window of limited size is much like a man who attempts to do a life's work in a day. The passerby may notice a crowded display, but it often happens that he does so with a view of criticising the taste of the window dresser. Such displays do not arouse in any man the desire to purchase and therefore such window displays can be called silent salesmen. A well dressed window is as essential as a live salesman within. The good window dresser, as is evident, may take a few articles and arrange them so that they will stimulate attention and awaken in many people a desire to buy. He knows how to arrange the display matter and those who stop to gaze upon it often cannot avoid the impulse to buy which it creates.

Among the words of advice about trimming show windows frequently offered is a solemn injunction not to paste strips on the glass. From a purely aesthetic standpoint this is all right. It all depends on whether you want a pretty window, or sales. The window strips pasted right on the glass are bound to catch attention, and that's the first step in making a sale. It's a great deal better for the hurrying crowd to know what you have in the window than never to see your merely pretty window. What your window is there for is not be admired, but to sell things. Don't be afraid to use it for that. To be sure, you are not going to plaster it all over with so many signs that no one can see what is inside, but you do want enough striking, catchy stuff on it to get attention. The big stores found this out long ago.

POINTERS ON PUBLICITY.

If all thought alike, there would be no horse trading or advertising.

Stopping an ad. to save money is like stopping a clock to save time.

No one lies awake thinking of your business; out of print, out of mind.

The time to advertise is all the time. The man who fishes longest has the largest basket of fish.

The unprofitableness of advertising is not in doing too much of it—it is in not doing it correctly.

Advertising is an insurance policy against forgetfulness. It compels people to think of you.

What makes Sapolio a household word? Continuous advertising? You are never allowed to forget it.

Advertising does three things: Informs the public who you are, where you are, and what you have to sell, thus strengthening your correspondence and backing your salesmen.

SCORE ONE FOR VICTORIA.

In connection with an article in the February issue, occasion was taken to refer to some effective advertising done by the Victoria firm of Sweeney and McConnell, but unfortunately Vancouver instead of Victoria was given as their home city, thus bringing upon use this righteous rebuke:

Victoria, B.C., Feb. 8, 1913.

The Bookseller & Stationer,
Toronto, Ont.

Dear Sirs:—Regarding your complimentary notice of our advertisement for which we thank you, we would like to point out that we are situated in Victoria and not in Vancouver. We will admit that Vancouver is a very progressive city, but not all the progressiveness of the West

COPP CLARK CO.'S NEW HOME.

The Copp Clark Co., are now moving from Front St. to their new warehouse just completed, adjacent to their manufacturing plant, Wellington and Portland Streets, facing Portland Square.

This new warehouse of five flats about doubles the floor space of the Front Street warehouse now being vacated. The basement is almost as thoroughly lighted as the other flats and the whole building is exceptionally bright by reason of the spacious windows on all four sides. The main offices are on the main floor, whereas in the old building they were on different floors. The show room for both books and stationery will be on the main floor. The second floor will contain the stationery stock, the



A recent window display of stationery in the comes from Vancouver, as the greater Victoria of to-day is a very little village of some 60,000 people.

We trust you will give this notice as much prominence as the other, and while we are writing you we would say we like your magazine very much, especially the advertisements, and wish you lots of them for the coming year as a result to our mutual benefit.

Yours very truly,
Sweeney & McConnell.



Advertising is the silent drummer that tells the public what the business man wants it to know about the goods he has for sale—an injection of advertising into the veins of trade grows the business heart.

store of Miss Hattie Tweedie, Moncton, N.B.

third floor the books, while the top flat will accommodate the fancy goods lines.

Some practical methods and innovations that may be advantageously followed out, on a smaller scale of course, in retail establishments, will be introduced in the new stock rooms, notably a systematic indexing of the bunks to contain books, so that particular volumes may be located with the utmost despatch.

The new warehouse is connected with the manufacturing plant by means of a closed-in bridge connected with the second floors.

The general plan of the new establishment is highly creditable to the concern and by general unanimity the chief credit goes to Arnold W. Thomas, who had the new undertaking largely under his care.

Laying Plans Ahead

Merchants Should Benefit By Experiences of Present Season to Guide Them in Preparations For Same Trade Next Year.

The immediate special season cards are those for St. Patrick's Day and Easter and as very few days intervene it is a late day to suggest much in the way of preparation to handle that trade in order to make the most of it. But merchants should keep close tab for shortcomings and mistakes so that what you observe in this manner may guide you when it comes to buying and preparing for this trade next season. In many particulars, what applies to any one special season is similarly applicable to all others, so that it is possible by experiences gained in Easter trade, to glean guiding points that will be of value in connection with Thanksgiving Day, for instance, and tend to magnify trade possibilities in connection with that event. Strive to get the most you can out of each of the several events of this nature during the year. Christmas and New Year's, naturally, are never forgotten. Right now the trade is about to enter upon the most active buying season in preparing for the next holiday season, but even in the case of those holidays of major importance, there is room for more intelligent buying and possibilities for vastly increased profits by making every effort tell both in buying and in selling.

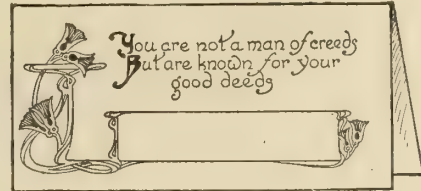
Plans laid carefully and well in advance will prove most profitable and allow more time for developing new



One subject of a series available in 7 x 9 pictures and in post cards.

schemes for multiplying sales. The proprietor should discuss these questions with assistants. Get their ideas. You will find that they can give you many valuable suggestions and considerable information about your own store and your own trade that you didn't know before. Besides that, you will evoke a greater interest in them and thus get more valuable co-operation from them.

"Kuhn Khan," "Rum" and "Rummy" are three names which have gained currency in connection with the new card game which is catching on everywhere, and now comes Frederick E. Stokes' "Book Notes," in which the name is given as "Cooncan," with the suggestion that it is a corruption of the Mexican "Conquian." Stokes are bringing out a book of laws affecting the different forms of the game, compiled by R. F. Foster. It is an interesting game, very easy to learn and can be played by two,



One of a Series of Sutcliffe's New Place Cards with Floral Designs and Mottoes in Colors.

three, four or five players. Sometimes one, and sometimes two packs are required, and the main point of the game is getting rid of the cards in three or four of a kind or in sequences. In London it is said to be displacing Bridge and Auction Bridge.

F. L. Harding is the new manager of the fancy and sporting goods department of the Tower Manufacturing and Novelty Company, of New York. Speaking to Bookseller and Stationer of the plans for the future, Mr. Harding said the line would be made to appeal especially to stationers and druggists for year round trade, with special efforts directed toward getting these merchants to actively take up advertising novelty lines of glass, metal, leather, etc. Mr. Harding argued that the local merchants with intelligent effort could easily obtain trade from banks and other institutions whose orders formerly went out of town. The present displays in the department give precedence to hammocks, baseball and other sporting goods, leather goods and Easter novelties..

HOLIDAY GOODS EXHIBITIONS.

February 24th is the opening date of the annual display of holiday books, greeting cards, calendars, pictures and various Christmas specialties by the Copp Clark Co., to continue for a month, the Queen's Hotel being the scene of this year's exhibition. Members of the staff have put in a great deal of extra effort to make this year's event eclipse all previous shows conducted by this house.

Bell and Cockburn have devoted the greater portion of their warehouse at 210 Victoria Street, to show room purposes for their import display of holiday books and art publications to continue until the end of March.

The annual display of European novelties by Warwick Bros. & Rutter is now in course of preparation, and the assurance is given that it will eclipse all previous exhibitions put on by this house. This year's show opens on March 10.

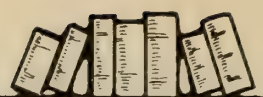
The Fancy Goods Company of Canada will hold their annual import display of holiday goods during the months of March and April. This concern is now located in its fine new home at 276 King Street, West, Toronto, and this year's showing of new goods promises to surpass all previous years.

CARDWRITING COURSE.

Lesson 20, completing the course in cardwriting, has been crowded out of this issue, but will appear next month.



Books



Musson Book Co.

1. Bunker Bean.
2. Bunch Grass.
3. The Dragoman.

List of the Best Selling Books

Checked Up from Returns Submitted by Representative Booksellers—Reports of Publishers' Best Sellers.

Canadian Summary.

- | | |
|---|----|
| 1. Corporal Cameron (Ralph Connor) | 96 |
| 2. The Happy Warrior (A. S. M. Hutchinson) | 46 |
| 3. Master of the Oaks (Caroline Abbott Stanley). | 38 |
| 4. Rhymes of a Rolling Stone (Robert W. Service). | 32 |
| 5. Sunshine Sketches of a Little Town (Stephen Leacock) | 24 |
| 6. Joyful Heatherby (Payne Erskine) | 22 |
| Long Patrol (H. A. Cody) | 22 |

BEST SELLERS IN THE UNITED STATES. (Compiled to Cover January.)

1. Their Yesterdays. By Harold Bell Wright.
2. A Romance of Billy Goat Hill. By Alice Hegan Rice.
3. The Lady and Sada San. By Frances Little.
4. Joyful Heatherby. By Payne Erskine.
5. Corporal Cameron. By Ralph Connor.
6. The Harvester. By Gene Stratton-Porter.

Publishers' Best Sellers.

Bell & Cockburn.

1. Sunshine Sketches of a Little Town.
2. The Shadow.
3. Caviare.

William Briggs.

1. Where Are You Going To?
2. The Debt.
3. Little Gray Shoe.

Cassell & Co.

1. Child of Storm.
2. The Favorite of Fortune.
3. Sincerity.

The Copp, Clark Co.

1. The Knave of Diamonds.
2. The Ghost Girl.
3. The Day of Days.

Henry Frowde.

1. The Master of the Oaks.
2. Between Two Thieves.
3. Pujol.

McClelland & Goodechild:

1. The Happy Warrior.
2. Joyful Heatherby.
3. A Cry in the Wilderness.

McLeod & Allen.

1. Andrew the Glad.
2. The Seven Keys to Bald Pate.
3. The Valiants of Virginia.

Macmillan Company.

2. Poor, Dear Margaret Kirby.
2. The Heroine in Bronze.
3. The Friar of Wittenberg.

Canadian Books and Authors

Something About New and Forthcoming Books—
Interesting Items About Canadiana.

"The Hill of Folly" is the name that Mabel Burkholder has given her new novel, the scene of which is the country north of the Yellowhead Pass in British Columbia. Miss Burkholder spent three months of the past year in the West and a valuable contribution to Canadian literature may confidently be looked for in this book. The district dealt with was the scene not only of rich gold discoveries recently, but also of most valuable deposits of mica and the author herself saw there slabs of mica four feet square, which is most remarkable when it is remembered that in Eastern Canada even the pieces considered especially large, are measured by inches, not feet.

Frowde's will publish a new book by Robert E. Knowles, in the fall.

"William Adolphus Turnpike," full length tale by William Banks, Jr., is the first announcement of books by Canadian writers to be put out by J. M. Dent & Sons, who recently opened a Canadian branch house at 27 Melinda Street, in charge of Henry Button. It will appear sometime in March. Another Canadian book to be brought out by this house is a volume to contain Virna Sheard's collected verse. It is down for September publication.

An event of outstanding interest in the book world in March will be the appearance of Sir Gilbert Parker's new novel "The Judgment House," to be brought out in Canada by the Copp, Clark Co. The new novel depends to a considerable extent for its action upon the Boer War, the tale being developed with that consummate skill which has placed this Canadian author in the forefront of the world's novelists.

Anna Chapin Ray, has written a new novel entitled "Phebe: Her Profession." It is published by Frowde's.

I am also revising in essay form a set of ten or twelve papers under the title of "The Troubled Outlook of the Present Age." These deal with money, women, democracy, Socialism, machinery, religion, and all those things which everybody is talking about. The style will be, I hope, very luminous. I am half-minded to get myself sent next summer through Hungary, the Balkans, and the Aegean and Asia Minor and to settle all the troubles of those distressed people by writing them up in a series of say ten papers for publication week by week. The style would be of the kind indicated by the enclosed accounts of a trip to Versailles last summer, and I would supply plenty of illustrations. My route would be via Vienna, Budapest, Belgrade, Sofia, &c., Constantinople, Smyrna, Athens. Of course, I am taking it for granted that the war will be all over and the saloons open again.

Tells of Canadian Book Tastes

Difference in the Demands of Booksellers and Readers in Canada and Britain—The Influence of the United States.

Under the heading of "The Book Market in Canada," Frank Wise, president of the Macmillan Company, of Canada, contributed the following article to "The Author" of London:

One is frequently asked why the Dominion is not a more lucrative field for British publishers, and a suggestion has often been made, and is being continually reiterated, that were the British publisher to make a greater effort the result would be sure to show. If Canada were, say, as near to London as is France, its English speaking people would make a very acceptable extra five or six million feeders to the London market and London book-travelers. Canadians would then be English, pure and simple. They would read reviews of British books on their journey to town of a morning, and the latest sevenpenny shoeker or shilling educator on their return in the evening. Their tastes would be British, their wives probably daughters or grand-daughters of Britons, they would be in close touch with the habits, tastes and customs of Britons, and would recognize the allusions to British politics and understand British slang and everyday expressions. They would be familiar with the heft of a book printed on English feather-weight, esparto paper, and would not know that the backs broke or the covers warped when subjected to a different climate. In the illustrations they would recognize a people with whom they were acquainted in an environment such as they had often visited on trips either of business or pleasure. Let us now bodily transport this across-the-Channel-Canada to a continent, the nearest point of which shall be 3,000 miles from Land's End, and remember that in the ages necessary for making this change of locality the people will not be able to run over to London for Easter and Whitsunday. They will indeed largely forget the holiday instinct, they will have to be self-sustaining from their own land, and it will be a land that is not blessed with a climate resulting from an ever-running Gulf Stream. They will have no time or money to ride to hounds for instance. Even if they had, the necessity of demarking their boundaries with wire instead of hawthorn would effectually prevent a continuance of the sport, not to mention an array of "embattled farmers" with shot guns determined to protect their growing crops. This illustration alone, perhaps, will show how in the course of time a fox-hunting novel, while interesting to a few Canadian readers, will not be convincing to the many.

Let us imagine this Canada now firmly planted on the northern half of this new continent and separated only by an imaginary line from a very prosperous country containing a population twelve times as numerous. Let us remember that this line is so imaginary that on its 3,000 miles of length at one time and another there have been most bitter controversies as to just where it shall and does run. It is so imaginary that the young people from the north, in times of stress, poured over without hindrance to the south, and moneyed men from the south poured over to the north later on with money to exploit the natural riches of the country, or others to take up free land for farming after their own was used up or became too expensive to buy.

The younger men of both nations very probably married each other's sisters and, speaking of the case of Canadians in the States, it is only natural that they

should adopt the manners and customs of the country of their adoption. These expatriated Canadians wrote home of their life in the States, they sent papers, they came home to visit with their pockets and bags full of American magazines that they read on the train. In a thousand ways the continual intercourse of two peoples who are ever joining hands, even if only in business, will be bound to tend toward making them similarly minded. The climate demands that Canadians shall dress much the same as Americans. The American fashion-plates set the style for ninety million people and, since the clothing of Englishmen is not suited as a rule to Canadian needs, it is perfectly natural that the Canadian shall take the American style as the basis of his own and cut his cloth accordingly. Therefore, we see young Canada often making himself absurd in ultra padded shoulders and the ridiculous trousers of the American, not because that particular fashion is better suited to Canadian climatic conditions than clothes of an English cut, but because as a general rule all the necessities of life, clothes and food, and everything else are alike both sides of the line, and for both countries better suited than what best fits the Englishman.

What is true in bodily necessities is also true as to the mental pabulum of the two North American peoples. The United States is rich in ephemeral literature—the illustrated daily, the weekly farm paper, which tells how best to grow crops in the western continent, the monthly magazines, which expose trusts operating in both countries, which tell in the most attractive manner stories of a daily life known equally well to the readers of both nations, their pages embellished with portraits of actors, and more especially actresses, who are to be seen successively in New York, Boston, Montreal, Toronto, Buffalo, Chicago and Winnipeg. What shall we say of the many "Home" journals? "The foot that rocks the cradle rules the world." To mix metaphors—while one foot is rocking the cradle the other is reading how to clothe the mite in the cradle or the older boys and girls who, the full-page advertisements assert, should be habited like the grown up little American people in the fashion section, or should be fed on Somebody's Oats or puffed rice, or shredded corn, or some other everyday commodity packed in a jar or bottle or a carton by some large American advertiser with a be-sure-you-ask-for-and-insist-on-getting tag on every advertisement which in the long run means the adoption of that article in thousands of Canadian households, and therefore food shops.

It may be said that this has nothing to do with the book market in Canada. Perhaps not directly, but it is used here to illustrate the argument that it is only natural that for everything mental and physical the smaller people will go for supplies to their larger and, moreover, next-door neighbour. Let us grant, then, that food and clothing are not germane to the subject of this article, and let us examine particularly the American novel in its attraction to Canadian readers. We have seen that in fashions of habiliment there is in Canadians a distinct leaning towards those of the United States. This is also true in house furnishing, and none the less true in the raiment of books. The American publisher knows his public, and gives it a novel in a cover embellished with as much color and gold as the cost of manufacture and the royalty will stand. The book is wrapped in a jacket generally with a design wholly different from that stamped on the cover. It is more often than not a three-color reproduction of a painting specially drawn by a high-priced, well known artist. Very often the engaging young female on the jacket is so little like the heroine inside the book, as one conceives her to be, that the effect

is ludicrous; nevertheless the jacket was intended to sell the book and, having accomplished its end, if the story is entertaining the incongruity of the "bait" is forgotten or overlooked. This bright-colored jacket performs another very important function. In Canada, as in the States, novels are sold, not lent, and the picture jacket is an invaluable aid to the bookseller in dressing his window and to him and the department stores in making counter displays. The publisher often lends a quantity of books for this purpose. To be sure the number of public libraries is increasing, but what goes to the libraries is an inconsiderable factor compared with the quantity purchased by individuals. As long as the book is a "new novel," it lies about the house in its jacket until a newer one takes its place, at which time the jacket is removed and the hook takes its place in the bookcase.

All this is written not at all with the idea of urging the universal adoption of American book fashions, but merely to show what has obtained, and does obtain, notwithstanding the expressed determination of many American publishers from time to time to break away from the fashion. The difficulty of "belling the cat" may be overcome eventually through the ever-increasing cost of manufacture and the reduction in the retail price of the book. In Great Britain, where the sale of a novel to individuals is insignificant, the jacket is an unnecessary expense, and the cover cloth must be of sombre hue to hide the result of much library handling, which would be fatal to its gaudy American cousin. As a rule an English novel is bought by a Canadian publisher in sheets, and either in London or Toronto put into a cover and jacket which shall make it as "attractive," from the travelers' and booksellers' point of view as the American ones in the salesman's sample trunk.

Probably enough has been said about the competition from American authors and publishers, and it might not be out of place to analyze the British novel as a whole and see why it often fails to appeal to the Canadian reader. Aside from the ignorance of conditions of life in the old land, and one might say often his lack of interest in it, the Canadian finds himself frequently unable to pick his way through long political or theological discussions or allusions to either subject in English novels, which are bound to take the edge off his interest. Some of the reasons for the failure of English books to "take" in Canada are very subtle. For instance, a publisher of medical books in London recently inquired why it was impossible to sell in Canada a very important work just published in England. He should surely have learned before publication, and not afterwards, that while in England the *Pharmacopoeia* used is Greek, in Canada doctors and chemists use the American *Pharmacopoeia*, which is Latin.

In Canadian schools the grading is quite similar to that in the United States, and quite unlike that in English schools, consequently, except for mathematics, it is the American book or model that is chosen and used. Even in mathematics the examples in sterling have to be changed for use in Canadian schools. Of late, many English writers of fiction have brought their characters over to Canada and have made a sorry mess of their local color. The newspaper reviewers never fail to pick out such flaws, and generally the book suffers in consequence. Not long ago a boy's book from an English pen was brought to the present writer's attention in which a lad living on the shores of Lake Erie went in his birch-bark canoe to visit his cousin at Three Rivers, Quebec. He traversed some wild and unfrequented "river," and on the second morning found his cousin waiting him on "the dock." To traverse Lake Erie and Ontario and the St.

Lawrence River for many hundreds of miles in a canoe of any sort would be utterly impossible and would take several times as many weeks to accomplish as he took days, even were the trip possible. This is, of course, an extreme case, but many an English writer who should know better has been guilty of quite avoidable errors in Canadian geography and colloquialisms. On the other hand, while an American writer makes his young Harvard Apollos enter unbidden into the private apartments of European sovereigns and perform impossible feats in rescuing distressed daughters of New York millionaires, in writing of Canada he would probably be correct in his geography and habits of the people.

All the foregoing is not written with any unkindly feeling nor in a captious mood. What he has written is the result of the English-born writer's seven years' experience as a publisher in Canada, preceded by some years in the States.

Can the Canadian market for English novels be fostered by printing in Canada? No. The sale for any one book is so small that it would not, it could not, pay. It is doubtful if more than one or two novels, either English or American, are printed in Canada in any one year. In this lies the absurdity of the present attempt on the part of Canadian printers to enact copyright legislation containing a manufacturing clause. It would not mean any more work for the printer unless, forsooth, a pirate could appropriate a popular writer's work, and by evading the payments of royalty make publication profitable.

This smallness of population in Canada is a hardship to many a native writer as well as to those in Britain. Not infrequently a manuscript is offered to a Canadian publisher which is in every way excellent, but of so local an interest that it would not pay a publisher in London or New York to produce it or even take a fair quantity if produced in Canada, and so many a Canadian writer's name will never be known, and much of the home life and history of the earlier settlers will be lost for ever, which might otherwise be preserved in the form of fiction. Whenever an exceptional Canadian story is published in Canada it is fairly sure of an encouraging sale, but it has to be a good one to persuade the publisher to produce it for the present very small population and native reading public.



BOOK CATALOGUES RECEIVED.

Bookseller and Stationer is in receipt of John Murray's quarterly list which contains some interesting announcements of new books including "Open Sesame," a novel by E. Paul Newman, author of "Roddles," "The Life of Sir Charles Dilke," by Gertrude Tuckwell and "The Life of John Jervis, Earl of St. Vincent—Admiral of the Fleet," by Captain Walter V. Anson, and in the questions of the Day series, "A Fool's Paradise," by A. V. Dicey, K.C., being a study of the Home Rule Bill of 1912, with "A Critical Examination of its Shortcomings."

The Musson Book Company's general trade catalogue for 1913. There are 96 pages and all the books listed are carried in stock. For convenience in reference the books are listed under their respective subjects. This catalogue is to be supplemented by lists giving latest publications.

From T. N. Foulis, London and Edinburgh, a list of presentation volumes and miscellaneous books, with plates showing designs of different series of smaller volumes of the class that have made such headway as Christmas card substitutes of late years.

News Notes of the Book Trade

Paragraphs of Trade Interest—Million-Dollar Publishing House For Briggs—Items About Travelers.

The former manager of the Musson Book Company, J. G. Oliver, who resigned that position at the first of the year, following his decision to enter the mercantile field in the Canadian West, was the guest of honor at a banquet given by the staff of the company at the St. Charles, on



J. G. Oliver, late manager of the Musson Book Co., who will enter the retail field in the West.

the evening of January 30th. An interesting feature of the evening was the presentation on behalf of the company, of a gold watch bearing Mr. Oliver's initials engraved in monogram, together with a handsome fob from the staff. Mr. Musson's eulogistic remarks regarding Mr. Oliver and his valuable services to the concern were echoed in the heartfelt applause of the thirty other officers and employees of the firm who participated in the event. Other speeches, songs and general good cheer made up an evening of thorough enjoyment to all present.

Blackie & Son, of Glasgow, are among the big publishing houses who are turning greater attention to Canada as a book market and the tour of enquiry by their special representative, John Mitchell, who has been spending the past few weeks in Montreal and Toronto, to be followed by a trip to Winnipeg, is the first visit that has been made to the Canadian trade by any representative of this important house.

Over a thousand employees are on the pay roll of the Blackie concern and latest addition to the plant is described as the largest export book warehouse in the world. The firm does its own printing and binding.

Blackies' have made it a practice to market their books through the jobbing houses and will continue to do so, but their books are sold exclusively over their own imprint.

Canada has made a strong appeal to Mr. Mitchell—he spoke enthusiastically of his delight with the characteristics which have captured the fancy of so many other members of the British book trade in their entrance upon

the activities of the Dominion, and was initiated into the spirit of Canada's winter sport by witnessing a championship hockey match in Toronto. To put it in expressive "Canadian," he is now "strong for hockey."

R. Bickersteth, of London, England, director of the Imperial News Co., Ltd., has spent the last few weeks in the Dominion, inspecting their three Canadian Branches. Mr. Bickersteth was a member of the original committee in the Old Country which proposed the cheapening of Postal Rates on British Magazines, and it has been very satisfactory to him that the anticipated results have been achieved in the increased circulations of these publications. A marked feature of the campaign has been the decided choice of Canadian readers for the higher class British magazines and newspapers.

The company is now extending its endeavors to engage in wholesale bookselling, especially featuring the lower priced bound books which are so admirably produced by different British publishing houses.

"Books of the Month," is a monthly list of new publications being issued by this concern, dealing with books of various publishers.

While in Montreal in connection with the annual spring display of holiday publications, C. J. Musson, president of the Musson Book Co., was taken ill and will be obliged to take a few weeks' rest. His physician gives the assurance that there is no cause for alarm. Mr. Musson was brought from Montreal to his home in Toronto.

Among the British bookmen making initial visits to Canada this season is D. R. Hoole, of Stanley, Paul & Company, publishers of London. Mr. Hoole visited New York and other United States cities and then came on to Canada, spending some days in Toronto and visiting several of the important centres. He intends coming to this country again in the late fall.

March 1st is the date named by Bell & Cockburn for the appearance of William J. Locke's new novel, "Stella Maris."

An interesting announcement by Cassell & Company is "Social Environment," by Dr. Alfred Russel Wallace, the noted authority on economic topics.

Harold Copp has been engaged by the Musson Book Company, assuming charge of the import display at



JEFFERY FARNOL,
Author of "An Amateur Gentleman."

Montreal, after which he will come to Toronto to conduct the annual exhibition of holiday publications to be held as usual at the King Edward Hotel.

Norman Angell, author of "The Great Illusion," has written a brochure entitled "Peace Theories and the Balkan War," appropriately issued at the time when delegates of the different powers were meeting in London

to settle the terms of what it is hoped will be a permanent peace.

"The Anglo-German Problem" is the title of Charles Sarolea's book issued by Thomas Nelson & Sons, in which the author holds that Europe is slowly drifting towards an awful catastrophe with Germany as the storm centre.

"The present conflict between England and Germany," he says, "is the old conflict between Liberalism and despotism, between industrialism and militarism, between progress and reaction, between the masses and the classes." In Germany, Dr. Sarolea insists, the war spirit and the war caste still prevail, and a military power such as Prussia is the predominant partner in the German Confederation. This he maintains is the root of the evil.

Owen Johnson, whose novel "The Sixty-First Second" will shortly be published by the Copp, Clark Company, is spending the season with Mrs. Johnson in Italy, and is hard at work on another novel to be called "The Islanders."

A. E. W. Mason's "The Turnstile" is attracting renewed attention by reason of the coincidence of the experience of the hero with that of Captain Scott. The hero of Mr. Mason's book had engaged in Antarctic exploration before entering a parliamentary career in England but eventually the call of the Antarctic again induces him to make a dash for the Pole and the story ends without giving the result of the quest.

Over 25,000 copies of "The Knave of Diamonds" have been sold by the English publisher. The Copp Clark Co., have just published the second Canadian edition.

There is considerable speculation as to the true identity of the author of "The Bride's Hero," the name "M. P. Revere" being a pseudonym. There seems to be an inclination on the part of many to attribute it to Florence M. Barclay. Referring to that guess one critic said the other day: "Well, if she did write the book I want to say it is the best novel she has written."

The continued demand for "The Way of an Eagle" has occasioned another new edition now being brought out by the Copp Clark Co.

Henry Frowde's new books include several titles by Herbert Strang, the scene of one of them, "The Air Patrol," being the frontier of the Canadian North-west. Another is "The Romance of India." Half volumes under the titles of "Early Days in India" and "Duty and Danger in India" embrace the first part, and second part respectively, of "The Romance of India." Still smaller volumes made up of smaller sections of the full volume are: "Eastward Ho!" "The Great Fight for India," "Stories of the Indian Mutiny" and "Adventures in India." Still another new Strang volume is "For the White Rose," a tale of the Wars of the Roses.

Additions to the Copp, Clark Co.'s reprints include Maurice Hewlett's, "Richard Yea and Nay;" the same author's "New Canterbury Tales;" "Lilamarie," by Maud Diver; Baroness Orczy's, "A True Woman;" "The Honorable Peggy," by G. B. Lancaster; "The Laird of Craig Athol," by F. Frankfort Moore and "Winding Paths" by Gertrude Page."

Walter E. Mainprice, of the Frowde staff, was taken ill at Port Hope and obliged to return home to Toronto, being confined to his home for about a week with a severe attack of tonsillitis. He was able to resume his Eastern Ontario trip in the last week in February.

A. D. McMullen, representing H. M. Caldwell & Co., and Dana Estes & Co., Boston, visited the Toronto jobbing trade in February.

Among the novels to be brought out by The Copp Clark Co., in March, are: Owen Johnston's "Sixty-first

Second" and "The Bishop's Purse," another mystery tale by Cleveland Moffatt, author of that striking detective story "Through the Wall."

The term "six best sellers" is almost a byword in Canada and the United States. But in England also literary papers like to chat about the most popular books, and have their own ways of picking out the greatest commercial success. Perhaps the most important list is that issued by The London Daily Mail, which gets its most accurate information from the great book club of The London Times. According to the report just issued, one author, Richard Dehan, is distinguished by having two



WILLIAM H. McDOUGALL,
Formerly of the warehouse staff of McClelland
& Goodchild, now Western Ontario
representative.

books included among the best sellers, one "Between Two Thieves," issued in the second half of 1912, and marvelous to relate, one which had been issued two and a half years before, "The Dop Doctor."

Other new books just put out by Musson's include "The Mystery of Barranca," by Herman Whittaker, recording the struggles and achievements of two young engineers to develop a Mexican copper mine, especially interesting in these days of spontaneous rebellions in that republic and "Advertising As a Business Force," by Paul S. Cherington; "The Stock Exchange From Within," a defence, by William C. Van Antwerp, a book featured in window displays of business books made recently in several Toronto bookstores.

A. & C. Black will, in future, publish the following medical books:—"Handbook of Medical Treatment," by James Burnet; "Manual of Medical Jurisprudence, Toxicology, and Public Health," by W. G. Aitchison Robertson; "The Pocket Clinical Guide," by James Burnet, and "The Pocket Prescriber," by James Burnet.

Longmans, Green & Co., in their first announcements for the year include "Advanced Textile Design," by William Watson; "The Gas, Petrol and Oil Engine," by Dugald Clerk and G. A. Burls; "Heating Systems: Design of Hot Water and Steam Heating Apparatus," by F. W. Raynes.

Books Received

Adventures of War with Cross and Crescent. By Philip Gibbs and Bernard Grant. Toronto: Bell & Cockburn. Cloth, illustrated, \$1.25.

Here is an interesting volume presenting accounts of the Balkan War, by London newspaper correspondents.

There are twenty-six illustrations reproduced from photographs taken by Bernard Grant on the Turkish side and Horace Grant on the Bulgarian side, as special photographers for *The London Daily Mirror*. The story of the operators of "The Army of the Cross" is told by Philip Gibbs, correspondent of *The London Graphic* and that of "The Army of the Crescent" by Bernard Grant.

The introduction makes it clear that the authors make no pretence at writing the history of the war, and intimates that they were treated by the military authorities on each side not as war correspondents but almost as prisoners of war. The drama of war, the book shows, is not merely the spectacle of bursting shells and of hills veiled by clouds of smoke, which is about all one may see on a modern battlefield, but what goes before and what follows the battle. The episodes recorded in the book graphically tell of the spirit, the meaning and the misery of war, of small acts of courage, of fear, of hardships, of horror, of despair, when death itself, so terrible in days of peace becomes a commonplace and familiar thing and to many a welcome gift, ending unendurable sufferings.

Bunker Bean. Harry Leon Wilson. Toronto: Musson Book Co. Cloth, \$1.25.

Bunker Bean was as timid a male in maturity as could be found—that is, he was until he found out through a clairvoyant that he had been Napoleon in a previous incarnation. From that moment his life changed; the spirit of the Corsican descended upon him from the bloody past, and the youth who formerly shrank under the gaze of a friendly policeman walked with the memories of Moscow and Austerlitz forever in mind.

It is supremely laughable and has so much human nature in it that you'll be finding counterparts of Bunker all the time.

The International Whittaker. Toronto: Musson Book Co. Paper, 50c.

A statistical, geographical, and commercial handbook for all nations, more especially designed for the 200,000,000 English-reading people of the world.

The Spirit of the Town. Tod Robbins. New York: J. S. Ogilvie Publishing Co. Cloth, \$1.00.

Bi-sexual Man. Francis H. Buzzacott and Mary Isobel Wymore. Chicago: M. A. Donohoe & Co. Cloth.

A work of 83 pages, presenting data compiled to support the authors' theory of the "degenerative evolution of the sexes from original bi-sexual man."

Andrew the Glad. Maria Thompson Dairress. Toronto: McLeod & Allen. Cloth, \$1.30 net.

In this book the author of "The Melting of Molly," has given us another captivating story. The heroine, with whom Andrew Sevier falls in love against his will owing to enmity against her father, is the daughter of a noble mother and a despicable "carpet bagger." Andrew feels that marriage with Caroline is impossible because old Andrew Sevier had been ruined by the machinations of her father. This complicated situation is worked into an interesting tale considerable gaiety being added by the love problems of David Kildan and his uncertain Phoebe.

An American Girl at the Durbar. By Shelland Bradley. London: John Lane "The Boale Head." Cloth, 6s.

An engaging description of the picturesque Durbar at

Delhi with an interesting description of visits to other cities and an adventurous trip into the interior.

The Dream Triumphant. Marguerite Curtis. London: Charles H. Kelly. Cloth, 3s. 6d.

A wholesome tale of two interesting love stories, the interest being added to by the fortunes and misfortunes of the principals engaged with big undertakings in the steel industry.

Sally. Dorothea Conyers. London: Methuen & Son. Cloth, 6s.

A new juvenile tale by the author of "The Strayings of Sandy."

The Canadian Almanac. Edited by Arnold W. Thomas. Toronto: The Copp Clark Co., Limited. Cloth, \$1.00.

This annual has been published continuously since 1848 and has come to be known as a national institution, containing such a wealth of statistics, and valuable data concerning the Dominion and its affairs, that the public considers it an office necessity.

A Biblical History for Schools: New Testament. F. J. Foakes-Jackson, D.D., and B. T. Dean Smith, M.A., Cambridge, England. W. Heffer & Sons, Limited, Cloth, 3s 6d

A book compiled to meet the need of a general view of the New Testament books before undertaking a special study of any of them.

The Knave of Diamonds. Ethel M. Dell. Toronto: The Copp Clark Co. Cloth, \$1.25.

Like this author's previous outstanding success, "The Way of the Eagle," this novel is a tale of long sustained passion, but in the new store, the chief character is a man whose volcanic temperament is the cause of his having to pass through many fiery ordeals. It is a gripping tale and as strong in its appeal as "The Way of an Eagle," which is saying much.

Miss Jimmy. Laura E. Richards. Boston: Dana Estes & Co. Cloth, \$1.00 net.

Mrs. Richards possesses rare ability in portraying the shrewd and kindly intelligence, the homelike characteristics, and the quaint speech of the Down East Yankee and other fast vanishing New England type.

Miss Jimmy is a combination of Mrs. Tree, Mary Sands, Miss Phoebe, and other of Mrs. Richards' well-known characters, a combination well nigh irresistible.

The Days of Days. Louis Joseph Vance. Toronto: Copp, Clark Co. Cloth \$1.25.

Mr. Vance's new story is compounded after the recipe which made "The Brass Bowl," "The Black Bag," and others of his works the popular successes that they were—absorbing mystery, starting adventure, rapid action, irrepressible humor are all in it to arouse to the interest at the start and hold it unabated to the finish. The title of the story is taken from Knoblauch's play *Kismet*, whimsical concept of Oriental fatalism assigns to each and every man his Day of Days, wherein he shall range the skies and plumb the abyss of his destiny, alternately lord and puppet.

The Ghost Girl. Henry Kitchell Webster. Toronto: The Copp Clark Co. Cloth \$1.25.

Artist just home from Paris has been haunted by a girl supposed to have died there not long before. Asked by her rich aunt to paint the girl's portrait from a photograph he later finds that a girl exactly like the picture has been found murdered in the Hudson River. Tantalizing mysteries follow, woven about the girl's recent appearance to her aunt in spiritualistic seances, and are finally solved when the murdered girl is found to be a sister of the other, whom she impersonated till killed by a very clever villain, while the other girl, imprisoned by him, is rescued just in time.

Record of Copyright Books

Publications of the Different Canadian Publishing Houses During the Month Ending January 15th.

- Andrew the Glad.** Maria Thompson Davies. Toronto: McLeod & Allen. Cloth \$1.25.
- Bobbie, General Manager.** Olive Higgins Prouty. Toronto: Henry Frowde. Cloth, \$1.25.
- Bunker Bean.** Harry Leon Wilson. Toronto: Musson Book Co. Cloth \$1.25.
- Burden of a Woman, The.** Richard Pryce. Toronto: McClelland & Goodechild. Cloth \$1.25.
- Day of Days, The.** Louis Joseph Vance. Toronto: Copp, Clark Co. Cloth \$1.25.
- Ghost Girl, The.** Henry Kitchell Webster. Toronto: Copp, Clark Co. Cloth \$1.25.
- Jezebel.** Richard Pryce. Toronto: McClelland & Goodechild. Cloth \$1.25.
- Lapse of Enoch Wentworth, The.** Isabel Gordon Curtis. Toronto: McClelland & Goodechild. Cloth \$1.25.
- Maiden Manifest, The.** Della Campbell MacLeod. Toronto: McClelland & Goodechild. Cloth \$1.25.
- Mystery of the Barranca, The.** Herman Whitaker. Toronto: Musson Book Co. Cloth \$1.25.
- Once Aboard the Lugger.** A. S. M. Hutchinson. Toronto: McClelland & Goodechild. Cloth \$1.25.
- Pilgrims of the Plains.** Kate A. Aplington. Toronto: McClelland & Goodechild. Cloth \$1.25.
- Poor Dear Margaret Kirby.** Kathleen Norris. Toronto: Macmillan. Cloth \$1.25.
- Ranching for Sylvia.** Harold Bindloss. Toronto: McLeod & Allen. Cloth \$1.25.
- Seven Keys to Baldpate.** Earl Derr Biggers. Toronto: McLeod & Allen. Cloth \$1.25.
- Swift Nick of the York Road.** George Edgar. Toronto: Musson Book Co. Cloth \$1.25.
- Witching Hill.** E. W. Hornung. Toronto: McClelland & Goodechild. Cloth \$1.25.

Non-Fiction.

- Auction Bridge in Ten Lessons.** Grace C. Montgomery. Toronto: McClelland & Goodechild. Cloth \$1.75.
- Auction of To-day.** Milton G. Work. Toronto: McClelland & Goodechild. Cloth \$1.25.
- Business Almanac and Investors' Guide, 1913.** Harry E. Maule and James R. Merriman. Reference. Toronto: Musson Book Co. Paper 25c.
- Canada and Sea Power.** Christopher West. Toronto: McClelland & Goodechild. Cloth \$1.00.
- Cotton Plant in Egypt, The.** Studies in Genetics and Physiology, Science. Lawrence W. Balls. Toronto: Macmillan. Cloth \$1.50.
- Crowning Phase of Critical Philosophy.** A study in Kant's Critique of Judgment. Rev. R. A. C. Macmillan. Toronto: Macmillan. Philosophy. Cloth \$3.00.
- Fascination of Books,** with other papers on books and bookselling. Joseph Shaylor. Essays. Toronto: Musson Book Co. Cloth \$1.25.
- History of the Literature of Ancient Israel From the Earliest Times to 135 B.C.,** A. H. T. Fowler. Theology. Toronto: Macmillan. Cloth \$2.50.
- Leading American Inventors.** George Hies. Toronto: McClelland & Goodechild. Cloth \$1.75.
- Life of Francis Paget, D.D.** Paget and Crum. Biography. Toronto: Macmillan. Cloth \$4.50.
- Marine Mammals in the Anatomical Museum of the University of Edinburgh, The.** Sir Wm. Turner. Science. Toronto: Macmillan. Cloth \$1.50.

- Frontiers of the Heart.** Victor Marguerite. Toronto: Henry Frowde. Cloth, \$1.25.
- Music Lovers' Encyclopedia.** Rupert Hughes. Reference. Toronto: Musson Book Co. Cloth \$1.50.
- New Hostess of To-day, The.** Linda Hull Larned. Toronto: McClelland & Goodechild. Cloth, \$1.50.
- Pagan Tribes of Borneo.** 2 Vols. Hose & M'Dougall. Anthropology. Toronto: Macmillan. Cloth \$12.00.
- Physiological Principles of Treatment.** Langdon W. Brown. Medicine. Toronto: Macmillan. Cloth \$1.50.
- Roy and Ray in Canada.** Mary Wright Plummer. Toronto: McClelland & Goodechild. Cloth \$1.00.
- Trees in Winter.** Profs. Blakeslee & Jarvis. Science. Toronto: Macmillan. Cloth \$2.00.
- Tuder Shakespeare, The.** Literature. Toronto: Macmillan. Cloth. School Edition 25c, Superior Cloth Edition 35c, Leather 55c.



CONVENTION OF BOOKSELLERS AND STATIONERS.

(Continued from page 19)

by other booksellers and by publishers and it will be observed has been adopted in this issue of the paper.

Mr. Nelles also took up the question of a net price for books, advocating a uniform price to apply in all cases and to all dealers regardless of the quantity sold. Then there would be no occasion for price-cutting. The letter referred to the rate of \$75.00 a hundred at which regular copyrights were bought by department stores, whereas smaller dealers as a rule paid 88c a copy besides which there was 4c to 8c per copy additional to cover express or freight.

"It is an injustice and I would prefer 75c in any quantity from one to a hundred copies and a net retail price of \$1.00," was Mr. Nelles conclusion, with the suggestion that a general discussion of this question be conducted in the columns of Bookseller and Stationer.

Belleville, Canada, Feb. 5, 1913.

Editor, Bookseller and Stationer,
Toronto.

Dear Sir,—

In reference to the trade organization question, I consider that the Bookseller's Association should be reorganized on the broadest possible lines.

I believe a national organization with provincial boards, strong and steadfast, might work out to advantage. If not, then let us have a provincial association also, but let us be strong and greater, strength rests with a national association. I believe we should tie ourselves up more closely to the Retail Merchant's Association in such manner as that when presenting our claims to any government, we be accompanied by and have the backing of the Retail Merchants of the Dominion, thus establishing ourselves with mammoth strength. What need a local member fear if two or three local stationers button-hole him—but let a city representative be approached by the retail merchants of his city or town he will likely sit up and do some thinking.

The booksellers and stationers require legislation to perhaps a more marked degree than the drygoods merchants, but alone we are not sufficiently strong. Why not look for backing then, from the entire Retail Merchants of the Dominion? Then and not until then will we be able to impress seriously any government.

We must, however, organize as Booksellers and Stationers, otherwise our interests cannot be made known.

I say, let us get at it speedily and do it right—cut out tom foolery and do it now!

C. B. Scantlebury.

**THE FIRST SUCCESSFUL SELF-FILLING
FOUNTAIN PEN
ALWAYS THE LEADER—WITHOUT A PEER**

*The Pen with the Magic
Button*

"A.A." PEN PERFECTION

The "A.A." Self-filling fountain pen, for which there is no substitute, gives universal satisfaction.

Every bookseller and stationer handling our self-filler appreciates its exclusive selling features. There is no joint to stick, break or leak, the reservoir is guaranteed for two years, and our gold pens are furnished in such a wide variety of styles and sizes that you can suit your most fastidious customer. This pen has long since passed the experimental stage and has been perfected to such a point that we can absolutely guarantee satisfaction.

"A.A." PEN PERFECTION

is a standard of perfection maintained in ALL our pens.

Every part entering into the construction of the barrel of the pen and the gold pen point is made in our shop under the most modern methods, by experienced workmen, with the most up-to-date equipment and from the best material obtainable.

The "A.A." Clip excels by far any fountain pen clip yet produced. Made in one piece of German Silver, Sterling Silver, Gold Filled and Solid 14 kt. Gold. It holds perfectly firm and can be attached almost instantly.

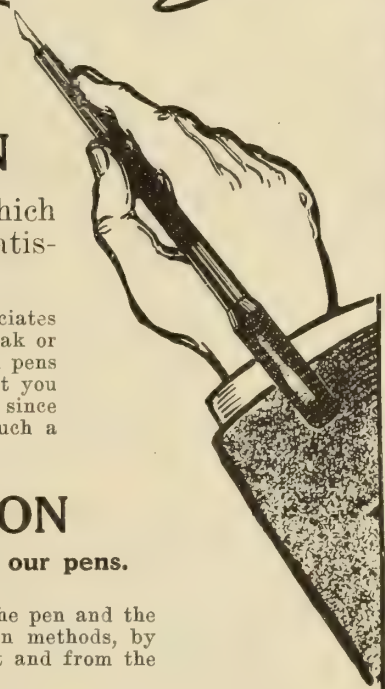
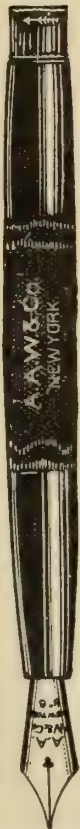
With your initial order for one dozen clips, we will send you gratis, tools for attaching the "A.A." Clip to any cap. For new 1913 catalogue and trade discounts, write your local jobber or

ARTHUR A. WATERMAN & COMPANY

22 THAMES ST., NEW YORK

NOT CONNECTED WITH THE L. E. WATERMAN CO.

If it isn't an "A.A." it isn't a "MODERN."



New Goods Described and Illustrated

Paragraphs of Interest and Value Concerning Recent Introductions, Designed to be of Practical Benefit to the Retail Stationery and Kindred Trades.

Among the new things included in the Copp Clark Co.'s art line this year is the Bon Ton series of steel die engraved Christmas greeting cards, letters, enclosure cards and a variety of productions of a similar nature concerning almost all requirements. Other new items are the Patrician series of booklets, leaflets, and productions in photogravure plain and hand colored. Another feature of the line is the extent of the showing of "local view" Christmas cards.

. . .

Gracefully domed or rounded tops are a feature of the new holiday papeteries now being shown for next season's trade by W. J. Gage & Co., Limited. Many new designs and shapes are included and each papeterie is wrapped in fancy tissue and put up in a separate container.

. . .

P. MacMaster, the managing director of the British Loose Leaf Mfrs., Ltd., of 25 Finsbury Street, London, England, recently showed Bookseller and Stationer's London representative a new design of solid ring fitting for solid ring pocket books, appearing to be a really good invention. Its design is simple, strong, and quite unlike anything yet placed on the market. A Canadian patent has been applied for, and the Canadian stationers will have an early opportunity of investigating the merits of this new invention for themselves. The fittings are being manufactured in London.

. . .

Christmas boxed novelties shown by the Copp Clark Co., this year, include miniature plum puddings, imitation



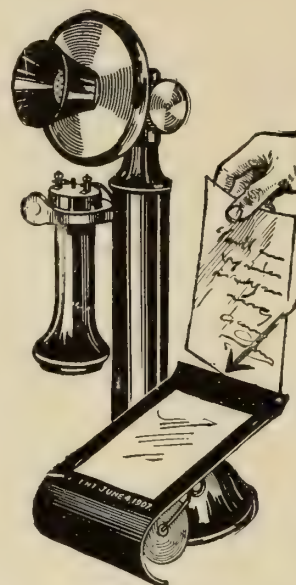
Champagne on ice. Shown in the Copp, Clark Co.'s line of holiday novelties.

lemons, champagne on ice and other unique conceptions, each having suitable verses and enclosure cards.

. . .

Among the new ideas introduced by Valentine & Sons this season is a series of post cards bearing miniature

silk flags in different colors. The cards with green flags will be especially interesting for 1914 St. Patrick's Day trade. Another striking feature of the Valentine line for this year are the samples of booklets introducing local views of various Canadian towns and cities, as well as Canadian views of general interest, the idea being to have



the dealer combine orders for booklets and postcards, using the same photograph. The same idea is carried out with views for larger booklets and giant postcards. The new calendars include large calendars, with interesting subjects reproduced in sepia and soft tones of green.

The year's new productions are displayed to advantage in the well-appointed new sample room just completed at the Toronto warehouse.

. . .

Birthday folders, edged with gold and silver, on stock of different finishes, including linen and pebbled boards, in various shades, with hand-colored designs and mottoes covering a wide range, are featured in the new lines seen in Sutcliffe's display. There are envelopes to match the different cards and what has been said of these birthday cards applies to greeting cards of all descriptions. Their nature will be indicated by these titles: "On Your graduation," "Sweet Girl Graduate," "To my Best Friend," "Toast to the Bride," "Engagement Announcement," "To my Best Friend," "Come Back Home," "The Newly Weds" and many similar captions. New ideas both in the artistic features and in the wording mark the 1913 place cards as well as the Thanksgiving, Hallowe'en and Christmas greetings.

. . .

A NOVEL PAPER WEIGHT.

A distinct novelty introduced this season by Sutcliffe & Company, is an art paper weight, triangular in shape, and about five inches in length, made of hard wood and covered with onyx paper decorated with hand-colored art designs, together with the words "Do it Now" on one side and "Yesterday was once To-morrow," on the other. While included in the general line of art introductions, this particular item is of such a practical nature that it will appeal readily for office use.



LOOK

for the Elliott line of odd, unique and original productions for 1913—in

Tally Cards

Place Cards

Birthday

Greeting

Cards

Calendar Pads

Christmas

Cards and

Letters

Post Card

Calendar

Mounts

Party Invitations

Initial Stationery

Don't order until you have seen these goods.

THE
**CHAS. ELLIOTT
CO.**

North Philadelphia, Pa.

Canadian Representatives:
A. R. MacDOUGALL & CO.
42 Adelaide St., Toronto, Can.

B & P Standard Loose Leaf Devices

Two Catalogues in One

Suppose you are familiar with the stock number of a loose leaf item—and want price and size quickly. You can turn to the Numerical Index—in the new B&P STANDARD Catalogue—and get this information instantly—without referring to the body of the book.

In other words, every item is listed **two** ways, at least.

And if it was formerly a SIEBER & TRUSSELL line item, there is a separate index by the old S&T numbers.

This is just one of the many time-saving, order-getting features of this new B&P Loose Leaf catalogue.

If by any chance you didn't get **your** copy—write us.

Boorum & Pease Loose Leaf Book Co.



MAKERS OF

"Standard" and "S & T"

LOOSE LEAF DEVICES

MAIN OFFICE 109-111 Leonard St. New York FACTORIES Brooklyn, N.Y. St. Louis, Mo.

SALESROOMS

109-111 Leonard St., New York Republic Bldg., Chicago, Ill. 220 Devonshire St., Boston, Mass. 4000 Laclede Ave., St. Louis, Mo.

CANADIAN REPRESENTATIVE

Harold F. Ritchie & Co., Ltd., 32 Church Street, Queen City Chambers TORONTO, ONT.

An Experienced Salesman FREE at Your Service

Sometimes your customer wants to know something unusual about Blank Books. We have a man in your territory who is there to help you land such orders.

B&P salesmen are really **servicemen**. On the job to serve you in every way. Write or wire us whenever you need their special experience.

The best offer in Blank Books is a Frey Patent Flat Opening Book bound in full sheep ends and bands with Byron Weston's Paper.

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MANUFACTURERS OF

Standard Blank Books

The Line of 10,001 Numbers



HOME OFFICES Bridge, Front & York Sts., Brooklyn, N.Y. FACTORIES Brooklyn, N.Y. St. Louis, Mo.

SALESROOMS:

109-111 Leonard St., New York Republic Bldg., Chicago, Ill. 220 Devonshire St., Boston, Mass. 4000 Laclede Ave., St. Louis, Mo.

CANADIAN REPRESENTATIVE

Harold F. Ritchie & Co., Ltd., 32 Church Street, Queen City Chambers TORONTO, ONT.



THE TITLING OF NEGATIVES.

Enquiries are frequently received for information in regard to the titling of negatives, enabling the photographer to place letters, numbers or description upon the finished print by the photographic process in a neat and workmanlike manner. The many crude methods employed, such as marking by hand with ink, pencil or etching tool, certainly detract from the general appearance of the finished print, even the expert finding it difficult to print small letters reversed. There are three processes that appeal to us as being the best for the work.

First we will describe the one called "Titleit," which consists of thin metal letters and figures in style and size desired attached by gelatin or other adhesive to a sheet of glass, and a quick drying, transparent glue with which the letters, after being transferred to the negative, are held in place. Full instructions are sent with the outfit and same may be purchased through your stock house.

Another process is called "Photoscript," and consists of a font of rubber faced metal type in several styles and sizes, together with ink, inkroller and holder for one or two lines of type. The type is easily set up and prints reversed on negative. To title the negative the wording or number is placed in holder, inked with roller and applied to negative by firm, even pressure. The imprint is then dusted with bronze powder which renders letters absolutely opaque. It dries quickly and gives clean-cut white letters. Special designs and autographs or trademarks are made to order.

The process "de Luxe," while somewhat more complicated, has been found to be most practical, especially if large quantities of prints are to be made, as it gives perfect protection to valuable negatives. The printing is done on very thin celluloid, one and one-half thousandths of an inch, which may be purchased from most stock houses for about fifteen cents per square foot in any quantity desired. Owing to the glass-like non-absorbent surface a special ink must be used. The printing may be done by your regular job printer and he will be sure to have a large assortment of type to meet individual requirements. The ink, called Celluloid Black, is absolutely opaque and dries very quickly. When printed the celluloid is reversed and placed upon negative with letters in place desired and attached with gum strips to hold in place. Expose in regular way. If negative is sharp the imposed celluloid will make no perceptible difference in contact and letters will be clear and white.

Keep your paper, negative and printing pad dry and it will save you trouble.

If the print washes down too light after being twenty minutes in water, the exposure must be lengthened. Do not reduce the amount of washing, as the water does not bleach the print, but makes it more permanent if the exposure has been correct.

Full results cannot be seen until paper is thoroughly dry.

Keep unused paper in a dry place, under pressure, if possible.

Remove the paper from the frame and place it in clear, fresh water in subdued light. Change the first water after five minutes and wash in frequent changes of water for twenty minutes more, and if the prints are not to be mounted, hang up to dry. When the prints are to be mounted, place them between clean blotters until surface is dry, and mount while still damp.



FIGHTING JACK FROST.

Frost on the window glass is worse than having no show window at all, for it does not merely conceal the merchandise but repels the prospective customer by virtually telling him that here is a store not as progressive as might be.

Bright, cheery show windows in the coldest of seasons are all the more inviting because of the contrast they present between the window and the weather. Naturally the passer-by feels that he wants to get into a bright, cheery store to escape the biting blast, and as a window free from frost bespeaks a warm, comfortable store, that sort of a window wins a customer to the store from the ranks of the passers-by. And as the window is rightly ranked as one of the store's greatest advertising assets, every day the window remains frosted the store loses one day's advertising.

A few slight cases of glass frosting can be cured by applying various preparations to the inside of the glass.

In many cases frost will not adhere to the window which has been rubbed with a rag that has been saturated with alcohol. In the coldest days this alcohol rub down should be repeated several times a day.

In place of alcohol many stores use glycerine and water, others ammonia and salt water and alcohol and water.

A thin layer of paste made of water, glycerine, white candy and sugar in equal parts with a small quantity of coumarin (which is camphor derived from the Tonka bean). This, spread over the glass, will in no wise dim its transparency and will in most cases prevent the precipitation of moisture and frost.

Wm. Sinclair & Sons, Ltd.

(Stationers)

MANUFACTURING
STATIONERS

Account Books
Note Books
Pocket Books
Blank Books
Exercise Books

J. CROCKER

Montreal Office, Room 202, 525 St. Paul St.
Telephone Main 128

Head Office and Factory, OTLEY, ENG.

Just between friends

Writing paper is a matter of first importance—first and last a personal matter.

The more people realize this, the more they realize the importance of your store, and the more they appreciate the personal touch that you can give them with writing papers expressive of every personality and fitted to every pocketbook.

Price no longer stands in the way of getting a paper of unique attraction. For instance, there is

HIGHLAND LINEN

only one of the many writing papers made by

Eaton, Crane & Pike Co.

Pittsfield, Massachusetts

NEW YORK - Brunswick Bldg., 225 Fifth Ave.
CHICAGO - - - - - 601 Monroe Bldg.,
108-110 So. Michigan Avenue
PHILADELPHIA - - - - - 1024 Filbert Street
BOSTON - - - - - 387 Washington Street
DENVER - - - - - 634 Sixteenth Street

Worth While and Why—

You have, say, a given amount to spend for stock, whether it be for general cards, folders, and post cards—or whether they be Special Day or Xmas and New Year items—Should we ask you to put that amount in of one line—no matter where it is—you would recognize at once that you would have a sameness that would not afford the varied choosing that your clientele demands.

But if you can get the distinctive features of Nickerson's (Boston) Immaculate Steel Die productions.

The J. Raymond Howe Co. (Chicago), unbeatable values in Artistic Buff and Brown items of fine sentiment.

The Samuel Carpenter Co. (Philadelphia), Catchy card creations. Wordings of the catchiest sort.

The Drysdale Co. (Chicago), Superior Hand-Colored numbers—with a beauty quite their own.

The Sandford-Pease-Prince People with their "Message" novelties—of responsive value.

The Lewis Co.'s ("Albert Lea")—Unusual Humor in Letters and Postals.

The Century Co. (New York), Popular priced pictures of artistic value.

THINK

the productions of these seven strong lines—each worth your attention—all together forming a gloriously harmonious combination of nifty lines at popular Canadian prices all coming to you sifted into one account—and prices quoted laid down Toronto. Knowing exactly what they cost you—selecting such items from each range as appeal to your particular class of taste.

ANOTHER—THINK imagine seven publishers of "Things Different"—with the best of all of them sifted for your convenience and comparison into one big Room.

When you picture this you picture the advantage of The Sutcliffe Co.'s great aggregation—of "Things Different" in "Likely Things" **THAT SELL.**

We are now ready for everything up to 1914 Calendars. Our regular trade will be called on in due course. If not in touch advise us—it will please us and will please you.

The Sutcliffe Co.

Importers and
Commission Merchants
Nordheimer Building

77 York Street, - Toronto



In the Music Department

Paragraphs of Trade Interest—List of Recently Copyrighted Sheet Music.

There was a time when talking machine business came easier than it does now, but there never was a time when real, systematic business-like methods could land as much business for the effort as they can now. When the business came easy there was only a certain amount of it to be had, no matter what efforts the retailer put forth. In fact at that period of the industry's growth, it paid the dealer better to take what business came to him than to get out and look for more.

Now, the great difference is that there is a field in which the aggressive dealer may work. First of all he has the goods to be enthusiastic over, and he is strong in the knowledge that he can give his people what the elite of the land are buying and appreciating, viz.: the songs and music of the idols of the music lovers. He can urge upon prospective customers entertainment and education, and withal a handsomely cased instrument in a variety of finishes; an instrument in design to suit the millionaire's home or in less costly types that the mechanic can well afford to buy. The retailer can sell for cash or on payments, and his hand is always strengthened by the knowledge that he buys at the same price as any other dealer, and the price at which he sells is fixed, and from which there can be absolutely no deviation.

• • •

The Musson Book Co. have just published in their "Useful Book Library," "The Music Lovers' Cyclopaedia," by Rupert Hughes. This was formerly published at \$6.00 net. The new edition which is revised to date contains concise definitions of every conceivable musical term, phonetic pronunciations of thousands of proper names, the stories of over sixty operas and several thousand biographical notes.

• • •

RECENTLY COPYRIGHTED MUSIC.

"My Parcel Post Man." Words by Bert Kalmar. Music by Harry Puck. Waterson, Berlin & Snyder Company, New York.

"Take me to Roseland, My Beautiful Rose." Words by Jack Strouse and Ed. Johnson. Music by Nat. Osborne. Waterson, Berlin & Snyder Company, New York.

"The Two Flags." Words and music by J. A. Cote. J. Arthur Cote, Ottawa.

"Welcome Home." By Irving Berlin. (Words and Music.) Waterson, Berlin & Snyder Co., New York.

"Uncle Silas." (Some Rube.) March Two-step. By Abe Losch. Vandersloot Music Publishing Company, Williamsport, Pa.

"Going Some." March Two-step. By Carl Loveland. Vandersloot Music Publishing Company, Williamsport, Pa.

"Twilight Echoes." Reverie Serenade. By Harry J. Lincoln. Vandersloot Music Publishing Company, Williamsport, Pa.

"Scotland Bells." Waltzes. By Harry J. Lincoln. Vandersloot Music Publishing Company, Williamsport, Pa.

"Anna 'Liza's Wedding Day." Words and Music by Irving Berlin. Waterson, Berlin & Snyder Company, New York.

"The Toronto Rose." Valse in it. By Chas. H. Steinway. (Music.) The Nordheimer Piano and Music Company, Limited, Toronto.

"The Victor's March." Composed by Frank M. Hadeock. Frank M. Hadeock, Ingersoll, Ont.

"Les Copeland's 38th Street Rag." By Les Copeland. Waterson, Berlin & Snyder Co., New York.

"Dimples." Words by Edward Madden. Music by Percy Wenrich. Jerome H. Remick & Company, New York.

"Tickle the Ivories." (Rag) By Wallie Herzer. Jerome H. Remick & Company, New York.

"Rietta Waltz." By I. S. Gorbovitzky. I. S. Gorbovitzky, Winnipeg.

"Milestones." Words and music by A. Ray Goetz and A. Baldwin Sloane. Waterson, Berlin & Snyder Co., New York.

"At the Picture Show." Words and music by A. Ray Goetz and Irving Berlin. Waterson, Berlin & Snyder Co., New York.



LEATHER WALL PAPERS.

Leather wall papers are immensely in vogue this season, being available in an almost endless array of browns, golden tans and exquisite wood greens. Some are in plain tones; others show blended sub-tones, and all have the surface effect of ooze leather.

For every tint of paper are procurable narrow paneling, cut-out borders, crowns and ornaments in tooled leather and stencilled effects—complete equipment for any type of simple or elaborate decoration in libraries, living-rooms, halls, dens, dining-rooms, offices, board-rooms, and clubs. Printed in oil, these papers are particularly sanitary, being easily dusted and cleaned.



TO FIND COST OF PAPERING.

A manufacturer gives the following method for finding cost of papering a room:

"Cut a stick of a length equal to the width of the wall paper when trimmed. With this stick mark off around the walls the number of widths required. Then measure upward the number of feet and inches required for each length of paper, between baseboard and cornice of ceiling, or frieze if used.

Multiply the number of widths by this, and it will give the total number of running yards of paper that you will require.

Now, since all Canadian and American papers (except ingrain) are eighteen inches wide by eight yards long, you next divide the total number of yards required, by eight. This will give you, approximately, the number of rolls required.

Multiply this by the price per roll, and you will find the cost of enough wall paper for the room measured.

Add to this an average of fifteen cents per roll for paperhanger's work, including paste, and you will arrive at the total cost of papering the room.

By measuring over the windows and doors just as if you intended papering them you will get an average excess which will cover waste in the matching of patterns, and useless ends.

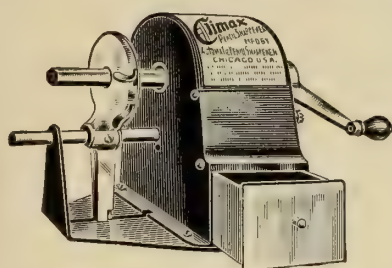
Of course the size of the pattern has much to do with the excess quantity required.

A large pattern often cuts to great waste and, on this account, no general system of measurement can be absolutely accurate."



Staunton's are now supplying the trade with oatmeal ingrain in a number of shades, put up in double rolls of 24 yards each and 19½ inches in width. These rolls cover the same area as the rolls 30 inches wide which consist of eight yard lengths.

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Adjustable to pencils of any thickness. Grips the pencil and moves it along while being sharpened. There is no possibility of breaking the point, no springs or interior mechanism to get out of order. Thoroughly efficient.

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SPRING 1913

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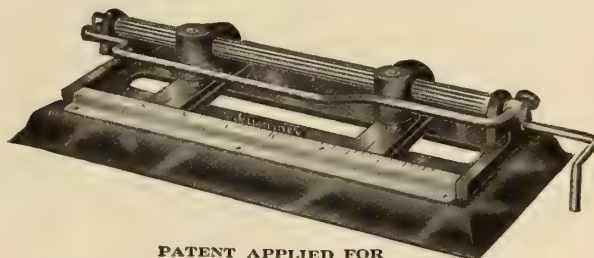
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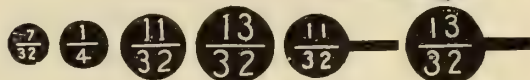
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$\frac{1}{8}$ $\frac{3}{16}$ $\frac{5}{16}$ $\frac{3}{8}$ in.
diameter

For Posts

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Adjustable to any distance between
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Mainly About Ourselves

BETTER EVERY MONTH.

A few days after the appearance of a recent issue of Bookseller and Stationer, came a communication from the Imperial News Company, saying that they had already received many replies to their half-page advertisement in that issue and that each of their advertisements in Bookseller and Stationer appeared to bring more replies than the one which preceded it.

This has been the experience of many firms and it is only reasonable that it should be so. One of the advantages of trade paper advertising, where thoroughly efficient trade papers are used, is the confidence that is inspired by the regular advertisements of a wholesale concern.

A GREAT TRADE HELP.

The advertisements in the trade paper are helpful to the retailer in many ways keeping him thoroughly posted and keyed up to the necessity for keeping abreast of the times. It is interesting also to describe how it helps the advertiser: Advertising introduces the goods and paves the way for the salesman; insures for the traveler a respectful hearing when he arrives; brings orders when the salesman is not on the ground; increases the volume of the orders which the salesman can secure in person; makes the merchant respect the firm and the salesman; cements the friendship between the house and the merchant; tells the merchant what the salesman forgets to mention; supports the salesman in his statement to the merchant, and

brings about a better acquaintance and understanding between the merchant and the traveler.

TWENTY YEARS AGO.

Items Clipped From the Issue for January, 1892.

Calendars had a very fair demand. Their sphere is too limited to expect much from them. They were shown in great variety, and in rural districts will sell better next year.

Editor's note.—The growth of the calendar trade has been one of the remarkable developments in recent years. They now occupy a very important position in holiday offerings.

Booklets sold fairly well, but evince no symptoms of a firm hold on the affections of the public. They may sell for another season or two, but those who know say it will be in decreasing quantities.

Editor's note.—With the exquisite little bibelots and envelope books issued by practically all the houses in a wealth of variety in treatment, holiday booklets have more than come into their own, but the booklets of to-day completely eclipse the rather insipid items that came under that heading twenty years ago.

Fancy goods are being sold more largely by the dry goods dealers. These men sell on closer margins than ordinary fancy goods dealers and thus are gaining the trade.

Editor's note.—Where book and stationery dealers have met opposition of this sort and in every way kept up the fancy goods department to a good standard they have retained their hold upon the trade.

MARCH 25th

is the Publication Date for Bookseller and Stationer's

ANNUAL SPRING NUMBER

¶ To insure insertion in that issue all announcements should reach this office by March 15th.



A.W. FABER



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THE FINEST AND BEST COPYING COLOURED PENCILS IN EXISTENCE.

"CASTELL" Drawing Pencils made in 16 degrees are unexcelled for smoothness, uniform graduation and durability.

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"CASTELL" " " " "soft, for writing purposes.

"CASTELL" " " violet lead, soft and hard.

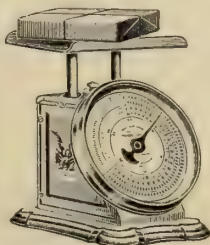
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"Pelouze" Postal Scales are scientifically made. They show exact weight in ounces, also cost in cents on all classes of mail matter.

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Union.....	2½ lbs.
Columbian.....	2 lbs.
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The Seal Pen is the newest and best idea in Safety Reservoir Pens. Carry it how you will, ink cannot spill. It will toil, but never soil. It writes right and is ink tight. The Seal Pen has a secure projection lock, has no outside threads, and has a larger ink capacity than any other pen of similar size. The Seal Nib is of bold and strong design, made of 14-carat gold tipped with iridium. The Seal Pen is made in 3 sizes: Long, Middle and Short, and stocked in 12 nib patterns.

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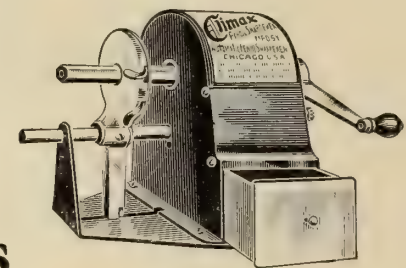
Mr. Stationer—

Your Stock is not complete without the

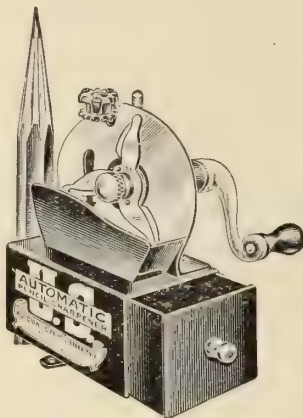
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Front of box.

Each year millions of players in all parts of the world use BICYCLE cards with their matchless qualities.

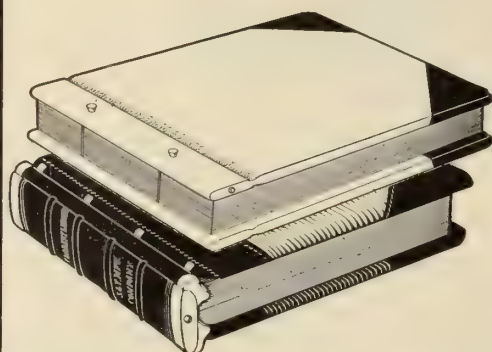
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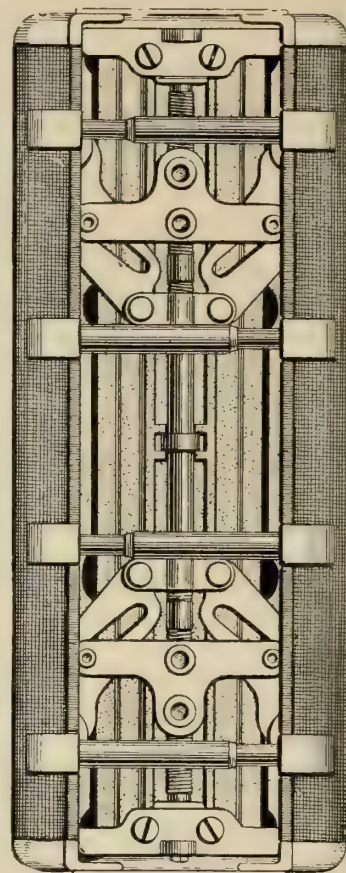
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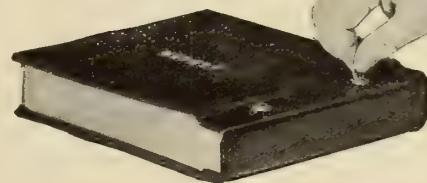
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BOOKS Out-of-print books supplied. No matter what subject. Can supply any book ever published. We have 50,000 rare books.

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**These Spaces 'Will
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**Stationers and Fancy
Goods Dealers of
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NOW READY ST. PATRICK AND EASTER POSTCARDS

of excellent taste and great variety.

Quality A—\$3 per 1000

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A sample assortment can be selected at \$1.50 a box of 500.

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STEEL WRITING PENS.

John Heath, 8 St. Bride St., E.C., London, Eng.

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TALLY CARDS, DANCE PROGRAMMES, ETC.

The Chas. H. Elliott Co., North Philadelphia, Pa.

Leubrie & Elkins, 456 Fourth Ave., New York, N.Y.

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TO PAPER AGENTS, WHOLESALE STATIONERS, etc.—A well known and old established firm of English colored paper manufacturers want to appoint a first-class Canadian firm who will take over a stock of these papers and store them for sale on commission as their sole Canadian agents. Apply, with full particulars, at once, to Thomas & Green, Ltd., Woburn, Bucks, England.

SITUATION WANTED

YOUNG MAN, AT PRESENT REPRESENTING Toronto House, in Eastern Canada, desires change. Either to represent good territory, or as first inside salesman. First-class references, good record. Apply Box 300. Book-seller and Stationer.

MISCELLANEOUS

TO PUBLISHERS OF SUBSCRIPTION books on the instalment system.—Messrs. Virtue & Co., of London, will be glad to hear from a good Canadian firm willing to take up and actively push several New Books now in course of publication, suitable for the canvassing and instalment trade in Canada. Please write and also send catalogue of publications to Virtue & Co., 7 City Garden Row, City Road, London, Eng. (2 2t)

A GOOD SELLING SIDE LINE FOR BOOK sellers and stationers. Sample takes up very little room. Address Wycl, 83 Nassau St., New York.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Co. of Canada, Ltd., office and factory 29 Alice Street, Toronto.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Ltd., 129 Bay Street, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted in all classes of business. The Copeland-Chatterson Co., Ltd., Toronto and Ottawa. (tf)

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

HOTEL DIRECTORY.

THE GRAND UNION

The most popular hotel in
OTTAWA, ONT.

JAMES K. PAISLEY, - - Proprietor

HALIFAX HOTEL

HALIFAX, N.S.

"Sports" Playing Cards

The Best
Value
in the
Market

One
of
Many
Varieties



LACROSSE DESIGN

Leaders in
a second
grade
Good Luck
and
St. Lawrence

Special card for whist players, Colonial Whist
We are headquarters for Playing Cards—Made
in Canada—Style and finish equal
to Imported Cards.

Advertising Cards of all sorts, Novel designs
Sorted Litho. and Book Papers

FOR SAMPLES AND PRICES APPLY

**CONSOLIDATED LITHOGRAPHING AND MANU-
FACTURING CO., LIMITED**

Successors to The Union Card and Paper Company, Montreal



SHOWING ONE LINE OF THE BEST AND MOST PERFECT MARBLES

offered anywhere for toy and stationery
shops. STOCK UP NOW in readiness
for the certain spring demand. About
20,000,000 marbles sold in the U.S. and
Canada annually. Are you getting your
share of this business?

Write for illustrated catalogue and
price list—a post card will bring it.

M. F. CHRISTENSEN & SON CO.
453-9 E. Exchange St. A. KRON, OHIO

The trade will be glad to know that

The 1913 Edition of "5000 Facts About Canada"

compiled by Frank Yeigh,
author of "Through the
Heart of Canada" is now
ready, with many improve-
ments including a colored
map of Canada.

1912 sales beat all records;
1913 will tell the same story.

Stock up without delay from
your News Company or

The Canadian Facts Pub. Co.

588 Huron Street Toronto, Can.

THE CATALOGUE JUST RECEIVED OF THE DAY FROM THE PRINTER

Pause for a moment and consider an

**800 PAGE
ILLUSTRATED BOOK**

at your command for the asking.

The great benefit it has given to others it certainly
can give to you.

ONE PRICE ONLY TO ALL, AND THIS
IS STRICTLY WHOLESALE.

The Oskamp-Nolting Company

26-30 Seventh Ave. Cincinnati, O.

GENUINE PHOTO POST CARDS

TO RETAIL AT
TWO FOR FIVE CENTS

FIVE VIEWS TO EACH THOUSAND CARDS
gives you an advantage over the inferior post-
cards—allowing you to offer a much greater
variety and make many more sales at a better
profit.

NO CULLS—EVERY CARD SALEABLE—THE
IDEAL LOCAL VIEW CARD, clear and brilliant.
Delivery in two weeks from receipt of photo-
graphs or negatives. We are selling to dealers
in the West and all parts of Canada YOU should
stock this fast selling line of post cards.

Write To-day For Samples

THE PHOTO SPECIALTY CO.
Streetsville, Ontario

Stafford's Inks

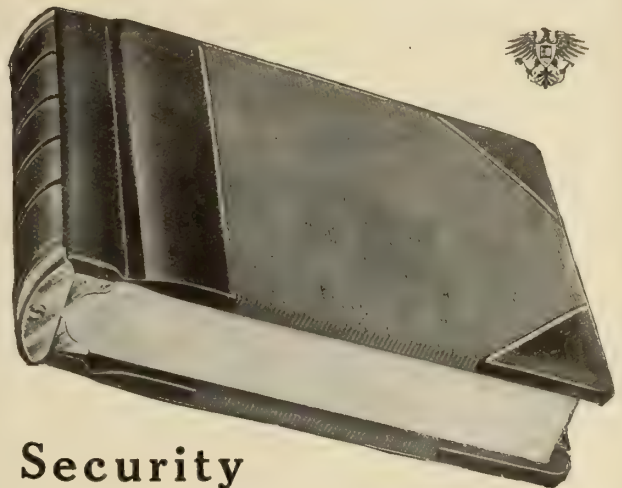
Mucilages and Paste
are Made in Canada

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks



Security Loose Leaf Ledger

THIS Ledger has a powerful binding mechanism, proof against use and abuses. The adjustment is close, with no lost motion in the working parts; but smooth operation is secured by use of ball bearings.

The Security Ledger has the famous National flat key lock. This gives perfect security, as the book cannot be opened with skate, piano or clock keys like most loose leaf ledgers.

The binding is very handsome, consisting of fine corduroy, and Russia leather with tasteful gold tooling. The hinges are reinforced with double thickness of army thick, which adds greatly to the durability.

24 Sizes and Styles

WRITE FOR LOOSE LEAF CATALOG

NATIONAL BLANK BOOK CO.
HOLYOKE, MASS.

NEW RESERVOIR MOISTENER

No. 9 PARAGON MOISTENER



A Moistener that requires filling but once in six weeks. It is sanitary, the parts consisting of glass reservoir and bulb and black rubber-oid roller. Has no felt or sponge to gum up and harden over night. It is always ready for use. Sole manfrs.

FRANK A. WEEKS MFG. CO., 93 JOHN STREET
NEW YORK

Sold by all leading Canadian Jobbers.

Hold the line



Here's the line to hold—John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

Supplied by all the leading wholesale houses in Toronto and Montreal.

London (Eng.)
Export Agency,
8 St. Bride St.,
LONDON, E.C.

THE M. J. O'MALLEY CO.

MANUFACTURERS OF

STENCIL BOARDS, OIL BOARDS

HIGH GRADE STOCK

WRITE FOR SAMPLES

SPRINGFIELD

MASSACHUSETTS

OUR THIRTEEN TRAVELLERS are now covering Canada with our complete Xmas line.

Post Cards, Booklets, Calendars, etc.

The Biggest and Best range ever shown in Canada.

It will be well worth your while looking through the line.

Also showing General lines, Comics, Birthday, etc., etc. A tremendous variety of good sellers.

PENNANTS—We make the best line in Canada. Get your orders in now and make sure of delivery in good time for the Summer Season. We will take care of your orders, but give us all the time you can. Our Pennant factory is taxed to the limit with orders.

PHOTO and POST CARD ALBUMS

SOUVENIR GOODS.—We make a specialty of 25c. and 50c. sellers. Some dandy values.

FRAMED PICTURES to sell at 25c. to 50c.

PASSEPARTOUT PICTURES to sell at 10c.

If you don't receive our catalogues regularly, send us your name on a post card and we will send them to you as they are issued.

Pugh Specialty Co., Ltd., Toronto, Canada

TRADE MARK REG.
IN U. S. PAT. OFF.



YES YOU ARE GOING TO DO IT! WHY NOT DO IT NOW?

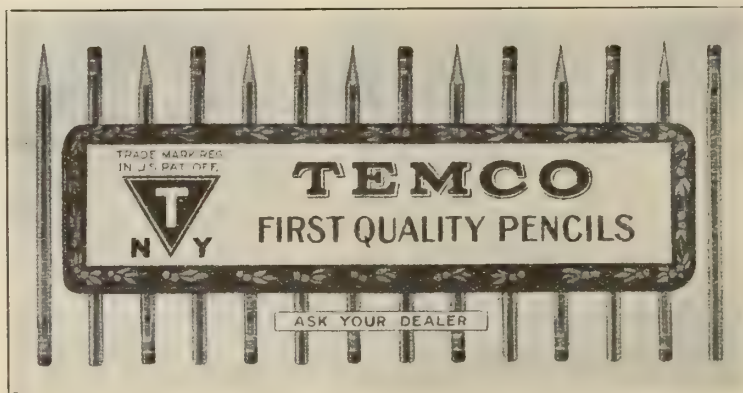
TRADE MARK REG.
IN U. S. PAT. OFF.



The Most
Superior
High-Grade
Pencil



Made in a
Beautiful
Rich Shade
of Green



Four Grades
No. 1 BB, 2 HB,
3 H, 4 HH



Six Boxes
Packed in an
Attractive
Counter
Display

In North America there are 7,000 rated stationers, over one-half of whom have stocked Temco Pencils. If you are not of this number, NOW IS THE TIME to get in line so as to reap your harvest. TEMCO Pencils readily sell by the dozen, owing to their being packed in neat metal boxes which are so useful when the pencils are used out.

Every Stationer in Canada should get our proposition. Write for Samples and Prices.

TRADE MARK REG.
IN U. S. PAT. OFF.



TOWER MANUFACTURING & NOVELTY CO.

Manufacturing and Wholesale Distributing Stationers

TRADE MARK REG.
IN U. S. PAT. OFF.



N. Y. 326-328-330 Broadway

(Pearl to Worth Street)

New York



MR. DEALER

With your co-operation we find the sale of the Washburne Pat. "O.K." Paper Fasteners nearing the 100 Million mark. This has been brought about through the recognised merits of these *Celebrated Fasteners*, the attractive way of putting up, and last but not least, our extensive advertising campaigns, which we have planned not only to maintain but to increase.

In addition to our car advertising contracts for 1913, we are pleased to call your attention to the main part of our advertising list of well known weekly and monthly mediums as follows:

AMERICAN MAGAZINE
BUSINESS
COSMOPOLITAN
CURRENT LITERATURE
COLLIER'S WEEKLY
EVERYBODY'S
HARPER'S WEEKLY
HEARST'S MAGAZINE
LESLIE'S WEEKLY
LIFE
LITERARY DIGEST
McCLURE'S
METROPOLITAN
MODERN METHODS
MUNSEY
OUTLOOK
POPULAR MECHANICS
REVIEW OF REVIEWS
SATURDAY EVE. POST
SCIENTIFIC AMERICAN
SUNSET-PACIFIC
SYSTEM
TECHNICAL WORLD

REDUCTION OF OUR CAR SIGN USED THE PAST YEAR.

WASHBURN'S PATENT ADJUSTABLE

"O.K." PAPER FASTENERS

75,000,000 sold the past year should convince you of their superiority. Handsome Compact Strong. No slipping-NEVER! Made of BRASS in BRASS boxes of 100 each.

YOUR STATIONER 20¢

THE O.K.MFG. Co., Syracuse, N.Y. U.S.A.

YEARLY SALE NOW APPROACHING THE 100 MILLION MARK.

With this extensive advertising, reaching millions of users, will be found always the request to buy from YOU.

In connection with this line of Brass Fasteners, our Nickel-Plated Steel Fasteners are proving good sellers; a trial order will convince you that they are in no way inferior. Put up in nickel-plated steel boxes of 100 fasteners each ten boxes to a carton. Retail price 15¢ per box.

Keep your stock well up to meet the increasing demand.

Your profits will be greater by ordering in larger lots. Write for quantity prices. Samples sent on request.

Washburne's Pat. Paper Fastener is mechanically perfect. Having the advantage of an open recess, on one side, forming a *protecting sleeve*, adapted to receive and protect the paper-piercing point on the other, allows both sides of the fastener to lie flat on the paper and to hold with a "bull-dog grip."



(Enlarged for clearness)

Attractive, Compact, Strong, no slipping, never!
Look Well, Work Well, File Well, and go through the Mails Well.

Easily put on or taken off with the thumb and finger; can be used repeatedly and "they always work."

Our trade mark "O.K." is stamped on every fastener and every box; and this TRADE MARK is your protection. Accept no substitute.

MADE OF BRASS AND NICKEL-PLATED STEEL



Natural Sizes

Put up in bright metal boxes of 100 fasteners each, ten boxes to a carton. PRICES 15, 20, & 25¢. Special, 1B brass fasteners in boxes of 50; 10¢.

SOLD BY ALL RELIABLE JOBBERS IN UNITED STATES AND CANADA.

L. & C. HARDTMUTH, Kingsway, London, England,
Exclusive selling agents for Europe, Asia, Australia, New Zealand and South Africa.

A. M. CAPEN'S SONS, 60 Pearl St., New York City,
Exclusive selling agents for Latin America.

THE O. K. MANUFACTURING CO., Syracuse, N. Y., U.S.A.

Makers of Stationers' Specialties.



Import Samples Christmas 1913



are now in our travellers' hands.
A larger and more interesting line
than ever is being shown. It will
pay you to see it before ordering
Papeteries, Greeting Cards Post
Cards, Tags, Labels and Seals, etc.

Buntin, Gillies & Co., Ltd.

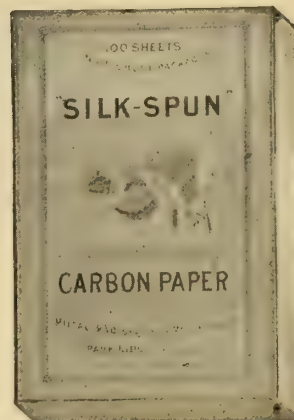
Hamilton and Montreal

THE QUALITY of our goods MAKES THEM UNIQUE

TYPEWRITER RIBBONS
OF THE
BEST POSSIBLE CONSTRUCTION

We embody in our line every
necessary property

WE FILL EVERY
REQUIREMENT



CARBON PAPERS
FOR EVERY PURPOSE
Distinguished for Durability
and Permanency

We have CREATED
the standard

WE SUIT EVERY PURPOSE

MITTAG & VOLGER, Inc.

Manufacturers for the Trade only

Principal Office and Factories, PARK RIDGE, N.J., U.S.A.

NEW YORK, N.Y., 261 Broadway

BRANCHES:

CHICAGO, ILL., 205 W. Monroe Street

LONDON, 7 and 8 Dyers Building, Holborn, E.C.

AGENCIES in every part of the world—in every city of prominence.

Bookseller & Stationer

AND

OFFICE EQUIPMENT JOURNAL

CANADA

ANNUAL
SPRING NUMBER

VOL. 29

PUBLICATION OFFICE, TORONTO

APRIL
1913

NO. 4

THEIR NEW HOME
A FAMILY OF ENGLISH IMMIGRANTS ARRIVING AT A WESTERN TOWN



G.W. JEFFERYS



THE MAC LEAN PUBLISHING COMPANY LIMITED



MONTREAL TORONTO WINNIPEG VANCOUVER NEW YORK CHICAGO LONDON ENG.
PUBLICATION OFFICE TORONTO

THE IMPERIAL SERIES OF PRACTICE BOOKS

are as large as it is possible to make them, of a uniform quality that cannot be excelled, in many styles adaptable to all uses, with clever and most

BEAUTIFUL COVER DESIGNS

by celebrated Canadian artists—patriotic, historic, scenic and instructive, including beautiful heads by Harrison Fisher.

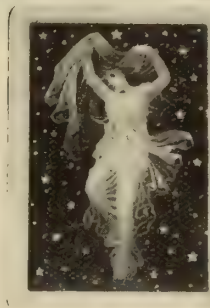
BEST VALUE.

Avoid regrets by seeing this line before buying.

WARWICK BROS. & RUTTER, LIMITED
TORONTO

Goodall's English Playing Cards

New Designs



**IMPERIAL CLUBS
SOCIETY**

**LINETTES
SALON**

**COLONIALS
SULTAN**

Ask Your
Jobber
for Prices.



Your
Imprint on
the Boxes.



THE CARDS THAT WIN TRADE
NEW GAME SETS

KHUN KHAN (Rummy)

WITH RULES

MANX—AUCTION BRIDGE

(LILY SCORE)



Aubrey O. Hurst

Representative

24 Scott St.,

::

Toronto



SPRING AND SUMMER ANNOUNCEMENT 1913

STATIONERY, OFFICE SUPPLIES, ACCOUNT BOOKS, LEATHER GOODS, PAPER, PRINTERS' AND BINDERS' SUPPLIES, DIARIES.

BROWN BROS., LIMITED

Wholesale Manufacturing and Commercial Stationers.

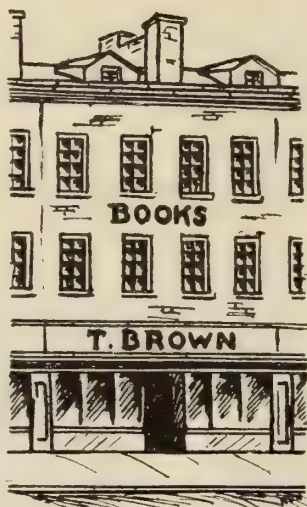
51-53
Wellington St.
West,
Toronto,
Canada.



Development
from time
Established
in Toronto
1846
1856
1860
1890
1913



Newcastle, England, 1830



Toronto, 1846



66 King St. E., Toronto, 1860



Wellington Street, 1890

Departments will be found complete and "up-to-date."—Real Value.

STATIONERY—OFFICE SUPPLIES—Ink Stands, Stationery Cases. Our make.
ACCOUNT BOOKS—Memo Books. Peerless and still maintain Highest Standard.
LOOSE-LEAF—Ledgers, Binders, Sheets. Most Popular Make.
PAPER—Every kind, make and size. Writing, Ledger, Bond, Book, Cover, etc.
LEATHER GOODS—Ladies' Bags, Wallets, Bankers' Wallets.
OFFICE add **POCKET DIARIES**—Now preparing for Newest Issue for 1914.

Finest and Largest Stock, Best Make, Ophir Pencils, Steel Pens, Ink, Pencils, Cash Boxes, Letter Balances, Copying Presses, Rubber Bands, Office Baskets, etc.

Agents for Esterbrook Pens, Davids' Ink, Hunt's Calendars, Wirt Fountain Pens, I.P. Loose-Leaf Price Books. Ideal Scrap Books, Binders' Cloth, etc.

BUSINESS ESTABLISHED—T. Brown, England, 1774; Toronto, 1846; Brown Bros., 1856; Brown Bros., Ltd., 1893.

LOST SALES IN FOUNTAIN PENS

are an unknown quantity if you carry the

Paul E. Wirt Fountain Pen

The workmanship, construction and finish of the pen tells your customers, at once, of its high grade qualities. Its splendid writing features make a friend of every purchaser of one.



OVER 300 STYLES IN REGULAR SAFETY AND SELF-FILLING

to choose from, each as reliable as experience and money can make it. Display outfits go with any assortment from one to fifty dozen. Catalogue, information, signs and advertising matter gladly supplied for asking. Write us.

Office and Factory

Bloomsburg, Pennsylvania

The Brown Bros., Limited

Canadian
Representatives

51-53 Wellington St. W., TORONTO



THE
TEST
OF
TIME

There's satisfaction in handling a line of goods that has been tested and has "made good."

DAVIDS' CELEBRATED INKS

will meet all your requirements. Keep a liberal stock of OUR Writing, Copyright, Marking, Show Card and Indelible Inks. We also make Mucilage, Paste, Sealing Wax and Letterine.

MADE BY
THADDEUS DAVIDS COMPANY
NEW YORK
Established 1825

**Brown
Bros. Ltd.**



Canadian
Agents,
TORONTO

PUGH SPECIALTY CO., LIMITED
1 and 3 Jarvis St., -:- Toronto

Travellers are now out covering Canada thoroughly with Christmas and New Year Post Cards, Booklets, Calendars, Seals, Tags, etc., etc.

Thanksgiving and Hallowe'en Post Cards. General Lines Post Cards, Comics, Greetings, Birthday, Patriotic, etc., etc.

Our range of above is biggest and best ever shown in Canada. Worth your while looking through when traveller calls.

PENNANTS

Best line in Canada. We make them. Place your orders now for summer delivery. We have a lot of work ahead but can take care of more if given reasonable time ahead.

We have trebled our manufacturing facilities within 12 months. Your name on a post card will bring our various catalogues. They are worth while having.

"OXFORD JUVENILES"

When the trade were ordering these world-famous Picture Books in 1912 they knew Herbert Strang lines were popular and ordered accordingly, but they did not *reckon on the wonderful growth year by year of the demand*. The boys are the best advertisers, and they are working all the time, consequently many dealers found themselves unable to meet the demand last Christmas. Travellers' orders this spring in consequence are doubled and in some instances trebled. The wisdom of putting these books on the market in Canada at the best London trade rate has been amply demonstrated.

A SELECTION FROM THE LIST

ROMANCE OF THE WORLD SERIES

Edited by Herbert Strang.
(Cloth, 4 plates in colour.)

- 9 **Eastward Ho!** (India's Story)
- 10 **The Great Fight for India** (India's Story)
- 11 **Stories of the Indian Mutiny** (India's Story)
- 12 **Adventures in India** (India's Story)
- 1 **In Search of the Southland** (Australia's Story)
- 2 **The Early Settlers** (Australia's Story)
- 3 **Across the Island Continent** (Australia's Story)
- 4 **Adventures in the Bush** (Australia's Story)
- 5 **The Great Explorers** (Canada's Story)
- 6 **The Great Fight for Canada** (Canada's Story)
- 7 **Adventures in the Far West** (Canada's Story)
- 8 **Adventures in the Far North** (Canada's Story)

PLAYBOOKS OF SCIENCE

By V. E. Johnson, M.A.
(Crown 8vo, cloth, many illustrations.)

- 4 **Electricity and Electrical Magic**
- 1 **Chemical and Chemical Magic**
- 2 **Mechanics and some of its Mysteries**
- 3 **Flying and some of its Mysteries**

HERBERT STRANG'S HISTORICAL SERIES

(Picture boards, cloth backs.)

- 1 **In the New Forest** Herbert Strang and John Aston
- 2 **Lion Heart** Herbert Strang and Richard Stead
- 3 **Claud the Archer** Herbert Strang and John Aston

4 **One of Rupert's Horse**

Herbert Strang and Richard Stead

5 **With the Black Prince**

Herbert Strang and Richard Stead

6 **A Mariner of England**

Herbert Strang and Richard Stead

7 **With Marlborough to Malplaquet**

Herbert Strang and Richard Stead

8 **Roger the Scout**

Herbert Strang and George Lawrence

1 **Tales of the Fairies**

Lewis Marsh

WONDERS OF THE SEA

By F. Martin Duncan.

- 1 **Wonders of the Shore**
- 2 **The Lobster and His Relations**
- 3 **The Starfish and His Relations**
- 4 **Dwellers in the Rock-Pools**
- 5 **Life in the Deep Sea**
- 6 **The Sea Birds**

THE WORLD AT WORK

By Arthur O. Cooke.

- 1 **A Visit to a Coal Mine**
- 2 **A Day in an Iron Works**
- 3 **A Day in a Shipyard**
- 4 **A Visit to a Woollen Mill**
- 5 **A Day with Leather Workers**
- 6 **A Visit to a Cotton Mill**

Full Catalogue of 1913 Juveniles on application.

FICTION

Extract from a letter to the American Publisher of
"Bobbie—General Manager."

"YOU WILL SELL 100,000 COPIES OF

that book," said the sales manager of another publishing house to the President of our Company the other day. He was speaking of *"Bobbie, General Manager,"* by Olive Higgins Prouty, which he had just read. His enthusiasm is only another instance of what is happening every day with readers of all kinds. This novel is bound to make a big hit on its own merits. Orders are tumbling in from everywhere. **Cloth \$1.25.**

SECOND CANADIAN EDITION

"The Frontiers of the Heart"

By Victor Margueritte. Cloth \$1.25

It gives an admirable picture of the terrible nature and consequences of war, not only in the immediate and obvious results of death and suffering, but also in the far more lasting and perhaps no less terrible effect of perpetuating racial antagonism. An excellent book which deserves wide popularity.—*Saturday Night*.

A very remarkable novel and one which will be long remembered.—*London Times*.

"The Hippodrome"

By Rachel Hayward. Cloth \$1.25.

"The Life Mask"

By the Author of "He Who Passed." Cloth \$1.25.

"Greater Love Hath No Man"

By Frank L. Packard

Illustrated. Cloth \$1.25.

Oxford University Press

Canadian Branch: 25-27 Richmond Street West, Toronto

THE FLIRT

BY BOOTH TARKINGTON

Great
New
American
Romance

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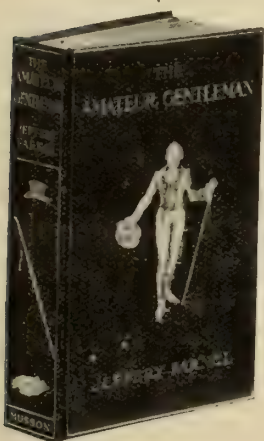
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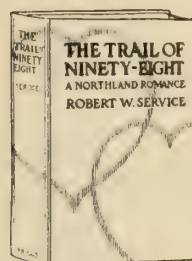
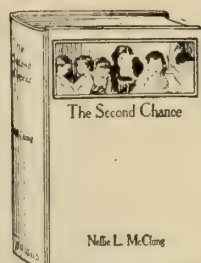
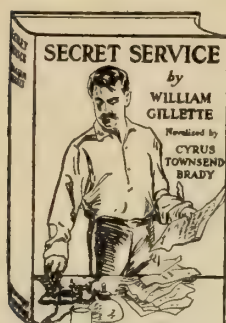
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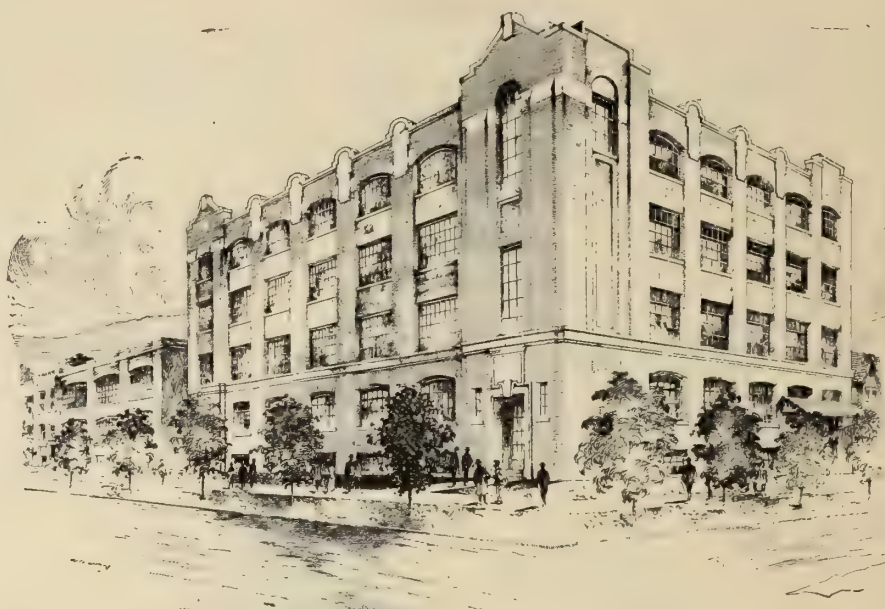
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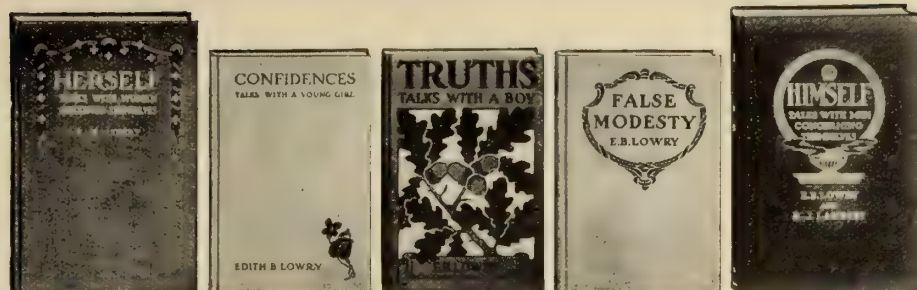
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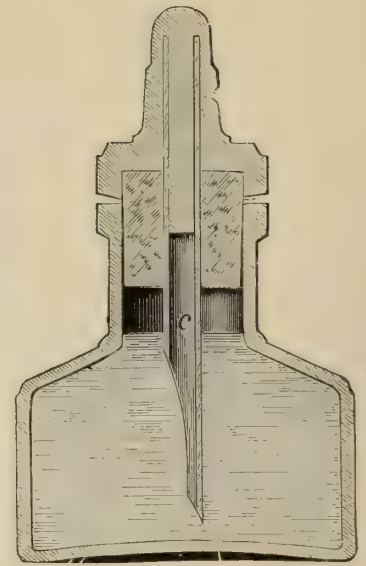
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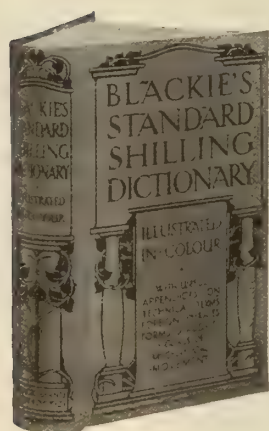
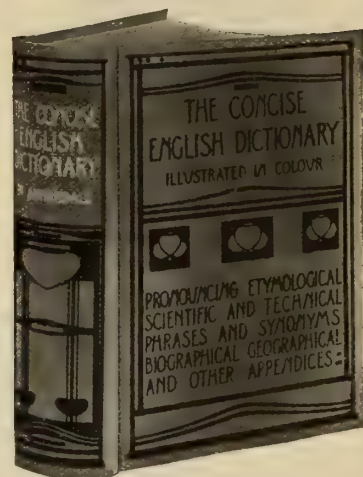
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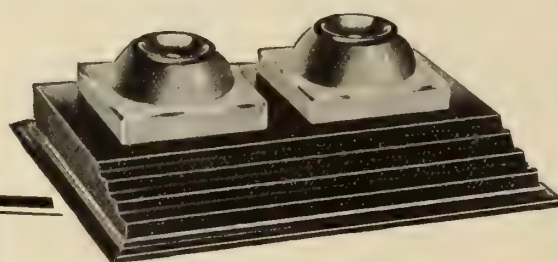
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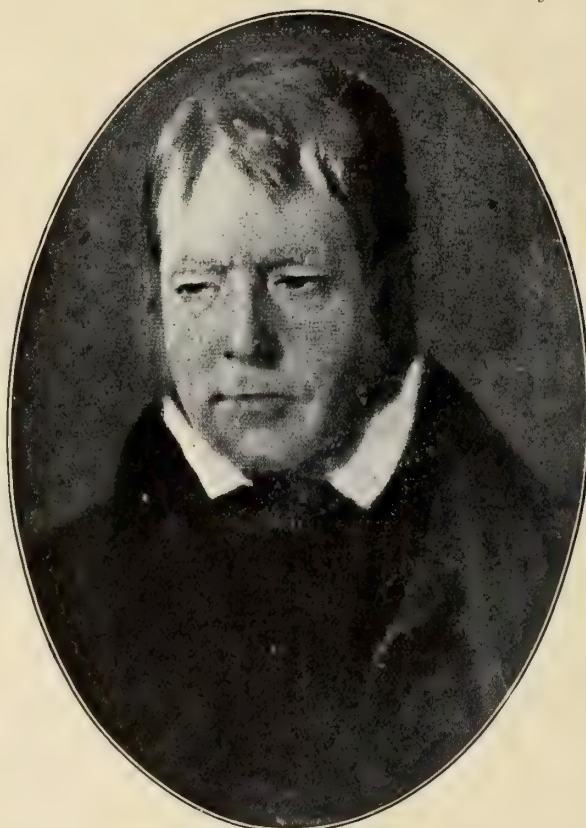
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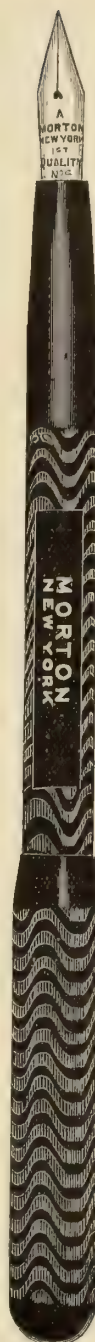
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Mainly About Ourselves

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This issue of Bookseller and Stationer contains many good messages for the retail merchant engaged in the book, stationery and associated trades. By sedulously reading all of these the dealer will glean many ideas that he can turn to good account and actually increase business. The constant aim is to present articles of practical value together with trade intelligence of particular interest to booksellers and stationers. Special interest attaches to this month's advertisements because of the increased space taken by regular advertisers and the many new advertisements. Every merchant should diligently search these advertisements because they contain messages about merchandise that can be profitably sold and it is well to reflect that "the other fellow" is probably doing the same thing.

OUR COVER DESIGN.

One of the surest guarantees of Canada's continued prosperity is the amount of immigration pouring into the country. The movement is assuming larger proportions all the time. As the bulk of the immigrants come from the British Isles, this augmentation of the population constitutes a healthy growth and results in an increase in general business activity.

Our cover design, shows a family of English immigrants leaving their train at a Western town, their prospective new home. It is a scene typical of the West and the artist has, we believe, adjusted it with rare faithfulness to detail and local coloring. C. W. Jeffreys has won for himself a high place among Canadian artists. The last few annual spring and annual fall numbers of Bookseller and Stationer have had covers from special paintings by Mr. Jeffreys, the artist choosing scenes vit-

ally representative of life in a growing country. Mr. Jeffreys was recently honored by being made an associate member of the Canadian Royal Academy.

THE READER'S DUTY.

The merchant who reads all the good stuff in Bookseller and Stationer and never applies any of it to himself is like the man in the pew who can always apply the minister's sermon to somebody else.

When a customer has a grievance, neither the customer nor the grievance should be slighted. Treat the least complaint as if it were as serious to you as it seems to the customer.

Don't stop with seeing how much good you can make your trade journal do you. See where you can do the journal some good. The better the journal gets along, the more value it is to you.

Few men succeed because they are naturally brilliant. Success is due usually to persistence, determination—and ambition. Any man can cultivate those qualities.

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To its advertisers the trade journal can offer the services of a corps of trained men, experts in the preparation of commercial advertisements, because they are familiar with the subject.

Another feature of a high-class trade paper is that it is regarded as a directory of the trade which is used alike by the new concerns and the older houses to keep in touch with trade affairs, and the constant advertiser gets the benefit of his enterprise in having his name always before the readers and so securing preference in orders.

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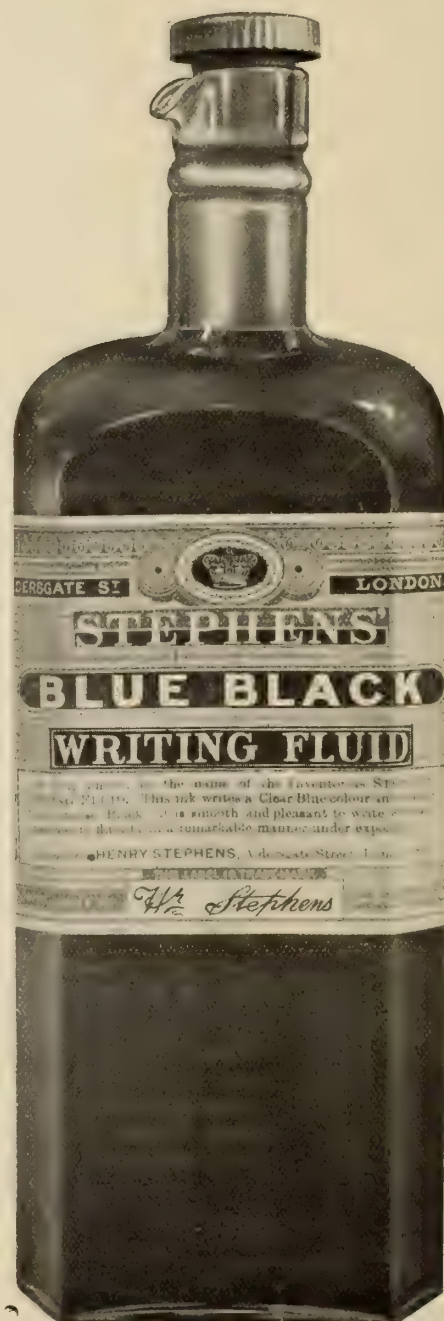
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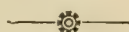
Vol. XXIX

TORONTO, CANADA, APRIL, 1913

No. 4

COURTESY AS AN ASSET.

Courteous service is an element of merchandising that has accounted in large measure for the success of many a business while the failure of many more has been due to the lack of it. It is as important that the demeanor of the merchant and his assistants should be cheerful and obliging as that the stock should ever present an attractive appearance. In fact a sour cranky man in an attractive well kept store, if the combination were possible, would find it hard to compete successfully with a merchant of pleasing personality, even if the establishment of the latter was lacking in order and efficiency. The ideal retail establishment has the element of brightness running through store, stock and staff. A combination that cannot fail is the store presenting a cheerful front by reason of interesting well trimmed windows; attractively arranged stock and interior displays of goods and affable salespeople who make it a study to please their customers. It is assumed of course that a store with those good points will naturally have that other necessary qualification, a reputation for giving good value.



TO CHECK FIRE LOSSES.

The business men of Toronto are organizing to check fire losses and waste. This step is being taken as a direct result of an address delivered by the secretary of the American Association for the Prevention of Fire Losses, before a meeting of the Manufacturers' Association at Toronto. The address was in the nature of a forcible indictment of the attitude that the public displays toward the question of fire prevention and particularly that of manufacturers and merchants. The figures that were given were startling but incontrovertible and they left an indelible impression on the minds of all who were present.

This is a problem which affects the retail merchant very closely. Not only should better methods be evolved for fire protection, but the whole question of fire prevention should be gone into and the careless practices now allowed rigidly eliminated.



TALK BUSINESS.

Don't take up all the valuable time during which you are waiting on customers in talking about the weather. Make use of your time. Introduce some real business into your talk. It will be more to your advantage to say "We have just received the very newest idea in papers," than to talk on meteorological reports.

Your customer has already heard all about the weather in other stores and it will be a relief to her nerves to have someone introduce something else.

ARE YOU DOING YOUR PART?

What do you do with the catalogues of publishers, jobbers and manufacturers of the various lines handled in book and stationery stores? Can you put your hand on a particular list when it means a sale? Missing that sale will mean a bigger loss to you than to the house who sent you the catalogue. Everytime you sell from a catalogue you help your own business as much as you do that of the distributing house. Make good use of trade catalogues. Evolve some system of filing them so that they will be easily available. The same thing applies to circulars and letters offering special inducements. The advertisements in the trade paper and all other announcements would not be made if they carried no advantage for the retailer. The principle of co-operation is involved and the dealer should do his part. So with the visits of the traveling men. They are bright, capable men or they couldn't hold their positions. They can tell you many things that it will pay you to know, such as methods employed by dealers in other towns. "Talking shop" with the travelling man not only relieves monotony but is one of the best means of picking up valuable information. Think it over.



DEPARTMENTALIZING THE RETAIL BUSINESS.

To all intents and purposes the stores conducted by the readers of Bookseller and Stationer are department stores. Generally they are referred to as "Bookstores" and in some respects that is a good name—there's a distinction about it that no other retail establishment shares. But there are so many other lines besides books, carried in the bookstore that, after all, it is a misnomer. Getting back to the department store idea, the point we want to make is that each department in the "bookstore" should be treated separately and distinctly, introducing the method obtaining in the big stores. It is the general practice of nearly all merchants to take stock once a year and when that is done the bookseller knows, or should know, how much money he has made or lost during the previous year—sometimes he doesn't really know because of a common failing on the part of merchants of fooling themselves by not looking facts in the face—but that's another story.

Each department of the store should be considered as a separate establishment and there should be a system of bookkeeping adopted whereby the firm may know, every day in the year, the exact condition in any department.

Each department is supposed to make, and should make, a certain fixed percentage of profit upon the merchandise bought and sold. When a bill of goods is purchased, marked and placed on sale it is charged to its department at the retail selling price. There being a fixed cost of doing business, the heads of these big establishments, by deducting the sales during the day from the amount of goods charged to stock, less the cost of doing

business, know exactly at any time where they stand, how much profit the department has paid, or how much it has lost, during the day, week, month or year, as the case may be.

The small store, not departmental, is working against its own best interests by not following the lead of these big department stores, which by their methods, have not only created immense businesses but have accumulated vast fortunes.



SOMETHING ABOUT DISCOUNTS.

"It takes the average merchant years of experience to get him to grasp a principle that he should take home to himself the first time he pays for a bill of goods," says a retailer who has built up his business mainly through his financial ability. "I refer to the principle that the place to borrow money is at a bank or other financial institution, and not of the jobber or manufacturer who supplies the goods.

"I got my bank accustomed to 'taking the cash by discount' by going to the president when I first began business, and saying, giving him a copy of the order, 'I am going to buy these goods from my jobber. Their discount is so-and-so for spot cash. If you are in a position to take advantage of this rate of interest, supply me with the money and take the discount yourself and I will pay you in sixty or ninety days.'

"Commonly the banker would be glad to do it, and I not only got an inside price, but got two more valuable things—a reputation with my suppliers for paying cash, and I built up my credit with my banker so that I was able to get money from him when other business men in the same town were offering high rates for ready cash and were unable to get the accommodation.

"It can be set down as an absolute surety that your bank can afford to lend you money on better terms than your supplier, for that is what the latter does when he extends you credit. The dealer who discounts his bills takes a first, clean profit that appeals to his imagination—and starts the money-making early in the game."



INTEREST THE CHILDREN.

Do something and do it early that will make the children talk about your store, at home and on the street. It does not matter in what way you secure this desirable publicity, but get it. Moving displays in the show windows or store, special goods you are offering, gifts, or other good schemes will do. The main thing is to get the results.



THE BORROWED DOLLAR.

Where would Canada's development be but for the borrowed dollar? It is building our cities and developing the industry and resources of our country. But it takes capable hands to guide the borrowed dollar or the painful penalty of debt unmet will manifest itself. The borrowed dollar possesses the maximum degree of volume and activity. Idle dollars like idle men clog progress, but no charge of vagrancy can be brought against the borrowed dollar. It is never idle, for no one will borrow money and not put it to use. Havoc and ruin are wrought in its course if misdirected, but properly guided it has not only built great fortunes but has averted many a disaster, performing various deeds of industrial heroism, glorifying the wise and capable borrower. Borrowed dollars have been an important element in Canada's expansion, but the individual business man before essaying to share in the

fruits of borrowed money should make sure that he knows its true mission. The course is certain. There must be no deviation. Then the borrowed dollar will move rapidly and bring sure returns for the borrower. Failure to meet conditions that all may easily know, will turn the borrowed dollar into a boomerang that will destroy the borrower.



PERTINENT STORE SUGGESTIONS.

The entrance to your shop should be wide and clear of all obstacles—the practice of hanging goods around the door frame is not only untidy but inconvenient.

The interior of your shop should be clear and orderly. Goods should be arranged attractively and tastefully on the counters and in the show-cases. The stock should always be neat and in its correct place. The first thing to strike a customer on entering a shop should be its brightness and orderliness. Polished woodwork and glistening glass give a feeling of prosperity. Don't let elbow grease stand between you and an attractive shop. Cleanliness will atone for the absence of elaborate fittings, but nothing can atone for dirt and disorder.

These are some of the interior details which go to give the right kind of atmosphere to your store.

See to it, too, that goods asked for can be produced instantly. Don't get into a panic and turn everything upside down to find something you know you have, but goodness knows where. This sort of thing jars on a customer's nerves and creates a bad impression. Have a place for everything and everything in its place—it makes the machinery run easy.



THE BOY AND THE DIME NOVEL.

Good citizens of every town should use their influence to discourage the reading of "penny dreadfuls" and dime novels by boys. "Good citizens" should include booksellers and newsdealers. The men who supply the books are more deserving of censure than the boys who read them, but after all the closure method will not prove a remedy in this case. If parents and teachers continue simply to harangue the boys about the evils of this trashy reading matter they will be bound to read the stuff—such is the perversity of human nature. A school teacher in Hamilton has hit upon what appears to be the right method to cope with the question. He said recently that whenever he came across any of his pupils immersed in a penny dreadful he invariably asked for the book and then proceeded to analyze it for the benefit of the class, pointing out the errors in English, in geography, in history, and likewise the scientific impossibility of nearly all the heroic or other deeds described by the gifted and imaginative author.

Then he would introduce exciting tales of adventures, which, although devoid of any pretence at religious instruction, were clean and strong stories for boys, emphasizing true heroism instead of poisoning boys' minds with a heroic impression of law-breakers, highwaymen and others of that ilk. Besides the call upon the bookseller in the capacity of a good citizen, to use his best influence against harmful literature, there is also a practical, although narrower argument, in that the elimination of the cheap and nasty paper-bound books and libraries will be followed by an enormously increased demand for good juveniles. Canadian booksellers would do well to take some united action with the view of ultimately co-operating with various national and civic bodies to adopt a sane and effective method of improving present conditions.

Money-Making Methods of Some Successful Merchants

Ideas That Have Been Successfully Adopted by Live Canadian Booksellers and Stationers in Building Up Business—Practical Examples Worthy of Emulation.

A Rubber Stamp Idea.

"You can get this at Jaimet's" is the wording of a rubber stamp which J. C. Jaimet & Company, the live stationers of Berlin, Ontario, use to direct to their own advantage the advertisements of lines identified with book and stationery and kindred lines appearing in magazines and newspapers sold at the news counter in their store.

The stamp terminates with an arrow. It is a very suggestive idea and directs attention to an opportunity that is full of possibilities to retailers—to some in a larger measure and to some in a small measure—but to all in some measure.

How large the measure of advantage shall be depends upon limitations of locality and environment which cannot be altered, but also upon limitations of stock and individual effort which can be altered.

The newspaper and periodical press is creating a demand for articles of general consumption.

Is it not worth while to make an effort to steer this trade toward your store?

First, the storekeeper must keep in touch with the general advertising that is appearing. Then he must stock up on the lines that are effectively advertised. And finally, he must advertise the fact somehow that he has the advertised goods.

The retailer, after all is said and done, can make or mar the success of general advertising. It is his work in the last chapter of sales by advertising that puts upon the whole action the stamp of success or failure.

There is only one reason for possible opposition by the retailer to general advertising by the manufacturer and that is when the advertised article does not carry a living profit for the retailer. That condition, fortunately, is steadily diminishing as it is conceded to be a serious break in the chain of mutual interest.

A House Organ.

"The Silent Salesman," a house organ, comes from the R. H. Davis Co., of Moncton, N. B. Besides providing several pages of interesting reading matter, it sets forth in attractive manner, descriptive matter and illustrations dealing with a large variety of specialties included among the lines they sell, with special attention to their printing department. Over two pages are taken up by a list of legal and customs blanks.

Featuring Technical Books.

The Thompson Stationery Co., Vancouver, is among the firms who recognize the importance of featuring technical books in view of the demand fostered by the growth of study in connection with night schools, press and correspondence school courses. The Thompson concern uses newspaper space regularly and here is an extract from a recent advertisement:

"We are showing in our east window a large range of Technical Books, covering every branch of industry. Books for the progressive man. We devote especial care to this department, having a selection that is unequalled in Canada. Works by standard authoritative writers. The books that form the only medium of keeping abreast of the times. Catalogues mailed on request. Special books procured on shortest notice."

Elaborate Store Decorations.

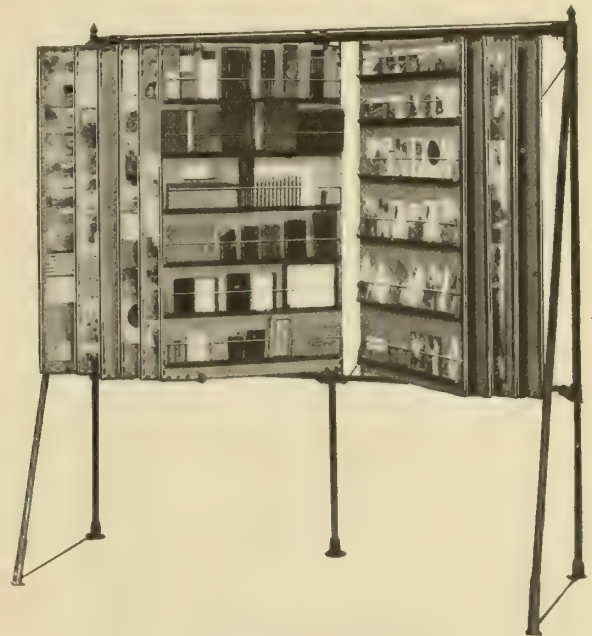
Extensive improvements have been made in the stationery and jewelry store of E. F. Davis, Tilsonburg, being described by the advocates of that town in these words:

About the centre of the store a cut glass and fancy goods department has been fitted up in a most elaborate manner; the entire finish is of white with artistic electroliers and frosted shades which throw a soft glow on the rich cut glass and other beautiful goods tastefully displayed. Opposite the cut glass room is Mr. Davis' private office, where again his artistic taste has been brought in evidence. At the rear is the wall paper department.

Wood's Bookstore, of Ingersoll, are using a four-inch double column newspaper space to advertise general stationery lines and the wallpaper department receives prominent attention.

The Development of Silent Salesmen.

Great advancement has been shown in recent years in the art of display as applied to windows, but this development will continue and merchants should ever be on the qui vive to learn of new ideas that will help them to utilize



A PROMOTER OF SALES

This half-tone is reproduced by the courtesy of the Multiplex Display Fixture Co.

ize their windows to better purpose. As to interior display the progress made has not been so great but just now there is a most satisfactory tendency toward improving the internal store efficiency along general lines and especially toward greater use of the various silent salesmen" which have been introduced. Among these the revolving, swinging and elevated stands for post cards are perhaps the best known. These have been followed by similar devices for various other stationery items and among the more recent introductions are the display fixtures with swinging panels, especially suitable for showing pictures, framed and unframed, but available also for the display of carded goods, stationery in flat boxes, memo books, wallets, letter cases, purses, hand bags, wallpaper and various uses that will readily suggest themselves. These swinging panels seem to have a psychological effect on people, compelling them to turn the wings in order to see what is to be seen, thus they are eminently deserving of being designated silent salesmen. There are several firms engaged in the manufacture of these and similar fixtures and it is possible for a man with the con-

structive faculty fairly well developed, to produce a home-made device of this variety that will more than repay the time and slight expense entailed in its production.

W. A. Starnaman, who conducts a picture and art supply store, at Bulin, Ontario, recently completed several of the latter variety, constructed by means of movable arms attached to a heavier piece of board fastened to the wall. Canvas sketched from the upper to the lower arms produced the panels on which he now displays sheet pictures fastened to the canvas by means of clips with books attached. But more extensive use for these display fixtures soon becomes evident and the advisability of having larger ones is brought home. Then it will be found that the cost of construction would be so great as to make it advisable to purchase one of the standard lines on the market.

5,000 Books listed covering 1,100 subjects

RUSSELL, LANG & CO'S
SPECIAL CATALOGUE OF SELECTED
SCIENTIFIC, TECHNICAL & BUSINESS
BOOKS

TOGETHER WITH A LIST OF BOOKS ON CANADA AND CANADIAN
QUESTIONS

WE CAN SUPPLY

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Technical Book Published, and will be pleased to give,
at any time, information regarding books not mentioned
in this Catalogue. Write us without hesitation stating
your needs*

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THE UNIVERSITY BOOKSELLERS
Importers and Dealers in Books of every description

STATIONERS · PUBLISHERS · ENGRAVERS

SOMERSET BUILDING, WINNIPEG

To find the Books you require examine the SUBJECT INDEX
on front pages of the Catalogue

Retail Firm's Fine Book Catalogue.

Another new catalogue covering scientific, technical and business books and Canadiana has just been issued by the progressive Winnipeg book and stationery firm of Russell, Lang & Co. The list comprises 122 pages, 5½x9 inches in size and lists over five thousand titles covering eleven hundred subjects. Pages 113 to 122 are taken up by books on Canadiana in two parts. Part I, Miscellaneous books; Part II, Fiction and Juvenile.

A reproduction of the front cover is shown on this page. Another page of the cover is devoted to photo finishing in connection with the firm's Kodak Department, with price lists for developing and printing, enlarging, lantern slides, etc., and this footnote:

Stereopticon Department.

Stereopticons for sale or hire.

Lantern Slides for sale or hire—upwards of 5,000 slides always on hand.

We have some very popular lecture sets. Lists gladly sent on request.

How to Wash Windows.

Wash the window when the sun is not shining on it, as otherwise it will be sure to be dry-streaked, no matter how hard it is rubbed. With a painter's brush, dust the glass inside and out. Then before touching the glass with water, wash the woodwork inside. Wash the glass slowly in warm water containing a little ammonia. Forget about soap. It is good for many things, but not for washing windows. Use a small cloth on a pointed stick to get the dust out of the corners. Wipe the glass dry with a soft piece of cotton cloth and polish it with tissue paper or old newspaper. Then the windows will shine.

Developing the Wall Paper Dept.

The Merchant Should Study Carefully the Best Interests of His Customers—Productions for the Coming Season Briefly Outlined.

There is not a department in the sphere of the business of the merchant engaged in the book, stationery and allied lines which is capable of greater development than the wallpaper trade, but it requires concentration and good judgment at all times. To choose wisely out of the many designs offered by the manufacturers is after all not such a strenuous task, but the dealer must also consider the best interests of his customer. From the standpoint of the latter, one of the prime factors to be given consideration in selecting a decorative scheme is, "will the tint tend to darken or brighten the room?"

Wallpaper is only an asset when placed upon the wall correctly, and in perfect harmony of color with the surrounding rooms, and in some way ought to be in accord with the character of the occupants. There is going to be a decided change in wall coverings for the coming season. Plain self-toned papers are going to be used more than ever in the new basket weaves, imitation grass cloths, crashes, jaspers, and tiffany blends, with small stencilled borders to match for the living rooms, halls, libraries and dining rooms. These are made in the new shades of mouse, camel, mulberry, putty, French gray, and Tuscan bronze. Some handsome effects are shown in small brocaded designs. Grey harmonizes beautifully with white woodwork and mahogany furniture.

For those who prefer a figured paper, one which would go well with mahogany woodwork, has a fine relief design with column effect on a white background.

In a dark room an ivory, yellow, tan or a gray paper helps toward making the room cheerful in appearance. These colors also form good backgrounds for wicker furniture and chintz furnishings.

A new idea for bedrooms is to paper them all alike in small pin stripes, checks and plain effects. The stripe tends to lighten a room more than flat paper, the border is a plain stripe about five inches in width. The decorative effects are carried out in cretonnes, printed linens, chintzes, and many soft silk novelties. This treatment lends itself to the charming effects that can be produced at small cost.

For colonial bedrooms there are plain papers with narrow borders in patterns exactly matching the cretonne furnishings. These borders are at the top of the wall and above the base.

With few exceptions the ceilings are white, soft shades of ivory and buff color.

The heavy reds and greens so universally used, are a thing of the past. The soft restful living rooms, quaint with their chintz, cretonne and other overhangings, have come to stay a while.

News Notes of the Stationery Trade

Paragraphs About Happenings and Business Conditions in Various Centres—Personal Items About Men of the Trade.

Three rooms at the Queen's Hotel were occupied this year for the annual import display of holiday books, art publications and novelties of the Copp, Clark Company, being in charge of F. C. Thompson and Hugh F. Young. Members of the trade have been in from all parts of the province in addition to the numerous city buyers. Among these visiting buyers were:

John F. Sifton, London; A. C. Denike, Havelock; Louis Peine, New Hamburg; F. O. Henry, Arthur; A. G. Gaul, Beeton; Mrs. Pickels, Brantford; B. C. Fairfield, St. Catharines; S. Lees, R. Duncan Company, Hamilton; F. H. Chapple, Galt; W. Tierney, Guelph; F. Hunt, A. C. Turnbull Co., R. J. Soden, Peterborough; Paul Trebilcock, Trebilcock Bros., Peterborough; H. M. Patterson, Stratford; J. E. Newport, Niagara Falls; W. K. Ireland, Owen Sound; Miss Congalton, H. Cook & Co., Orillia; J. E. Lucas, Turner & Co., Markdale; F. Bartlett, Tweed; C. L. Nelles, Guelph; Walter Gay, Hamilton; A. Willard, of Willard & Atkinson, St. Mary's; A. Musgrave, Hanover; A. Waters, Waters Bros. Guelph; J. G. Nichols, Cobourg; L. R. Burns, Southampton; A. L. Geen, Belleville; J. P. Marrin, Marmora; H. Bretz, Shelbourne; R. G. Edgar, Owen Sound; G. R. Ingles, Niagara Falls Centre; J. Jaimet, Berlin; C. Robertson, The Bookshop, St. Catharines; F. E. York, Aurora; T. O. Maddock, Tillsonburg; A. T. Gould, Fenelon Falls; E. A. Henry, Kincairdine; A. Henderson, of Henderson Bros., Oshawa; A. T. Brown, Aetna; E. S. Brown Collingwood; Miss Copeland, Windsor.

Among the novelty lines, little items which have attracted a great deal of interest comprises series of table favors of fanciful design such as miniature plants combining attractive decorative features with practical use in the place cards introduced.

Another strikingly successful line is the showing of framed pictures at popular prices. The well-known pictures included will tend to create sales because of those pictures, but perhaps an even greater appeal to the trade is made by reason of the opportunity afforded for selling these frames in connection with other sheet pictures, as well as paintings and drawings of amateur artists, at prices far lower than those charged by picture framers for frames made to order.

In photo mounts a distinct novelty is introduced in the form of a swivel calendar pad by which any mount can instantly be made suitable for an upright or horizontal view. This swivel feature is made possible by means of the eyelet used for attaching the calendar pad to the mount.

In addition to the showing of new calendars by Fisher, Gibson, Flaeg, Coles, Phillips, Christie and other artists there are many sheet pictures, including a set of sixteen heads by Fisher.

A notable feature of this year's array of Christmas greeting cards is the prominence of steel die engraved greetings and the great variety of designs in which they are shown.

One room is devoted entirely to books suitable for holiday giving. Conspicuous among these are the presentation volumes of T. C. & E. C. Jack, the Edinburgh publishers, these lines being controlled in Canada by the Copp, Clark Co. There are numerous other delightfully conceived volumes from the dainty little booklets which

are in such high favor as Christmas card substitutes to elaborately bound books in comparatively high-priced editions. Another room is devoted to children's books of which there is an infinite variety displayed, prominence being given the Dean rag toy books.

A new fancy goods store has been opened in Samia by Mrs. A. Richardson.

Alfred Landau has been appointed Ontario sales manager for the Royal typewriter.

Brewster's new three-storey novelty store at Brantford was damaged by fire to the extent of \$25,000 on February 1st.

W. J. Gage, head of W. J. Gage & Co., Limited, is at present holidaying in Egypt accompanied by the members of his family.

Norman Ingram, formerly with W. J. Gage & Co., has entered the retail book and stationery field, establishing a new store in Toronto.

It is announced that Warwick Bros. & Rutter are to build a large new addition adjoining their warehouse on King Street West, Toronto.

The Canadian branch of the S. S. Stafford Ink Co. have moved into their fine new three-story house at 9-11-13 Davenport Road, Toronto.

Thomas Swan, of the Imperial News Co., Montreal, was recently in New York city negotiating for the agency of several American monthlies.

A. K. Sykes, formerly of the Remington Typewriter Co.'s staff has accepted a position with J. Edgar Routledge, handling typewriters and office supplies at Weyburn, Sask.

A. Higginbotham succeeds W. G. Thompson, in the book and stationery business at Nelson, B.C. Mr. Higginbotham before going West, for twenty-two years conducted a stationery and drug business at Milton, Ont.

The death occurred at Kincairdine recently of Samuel Henry, who conducted a book and stationery store there for over thirty years, being succeeded about two years ago by his son, E. A. Henry. Deceased was 63 years of age.

The Canadian Multipost Company, of Toronto, is a new concern, organized with the full support of the parent company of Rochester, to control the Canadian market for the multipost stamp affixers and mailing machines to be manufactured on this side.

Constable & Co., the London publishers, have issued a series of children's books with full page colored plates. The titles include, "William Tinkling," "Captain Boldheart," "Richard Double Dick," by Dickens; "The Golden Touch," and "The Gorgon's Head," by Hawthorne.

J. C. Jaimet, of Berlin, was a visitor to Toronto in March, buying goods for Christmas trade. Mr. Jaimet spoke in the most optimistic terms of business conditions and said the first few months of 1913 indicated that the high water mark set by the 1912 sales in his store would be far surpassed.

Henry Frowde, the publisher to the University of Oxford, is at his own wish retiring on 31st March, after thirty-nine years active work as manager of the London business of the Oxford University Press. Humphrey Milford, who has for some years been associated with Mr. Frowde, has been appointed as his successor. Though Mr. Frowde is retiring from the active supervision of business at Amen Corner, he will, it is understood, be available for consultation, so that his knowledge and experience will not be lost to the Press.

Something About Interior Display

With the View of Grigg's Book and Stationery Store at Pembroke as the Subject—Criticism From Readers Are Invited.

The view of the interior of the Grigg book and stationery store at Pembroke, reproduced in this issue of *Bookseller and Stationer*, is rich in suggestions that may be followed by those dealers whose stores are lacking in one or all such essentials as display, stock management and store fittings.

It is interesting to notice the comprehensive variety of goods attractively shown in a comparatively small space, occasioning no loss of time in waiting on custom-

partments devoted to these lines, there are opportunities for profitable sales by a careful selection of especially attractive articles likely to catch the fancy of customers in search of beautiful gifts, but who go into the store having no fixed idea as to what they want to buy.

The arrangement of papeteries at the left will commend itself; also the pictures and calendars which could not fail to catch the eye. Among the other lines effectively displayed will be noticed, fountain pens, musical instruments, toilet cases, decorated crepe paper, post cards, passe partout pictures and different lines of books.

Suggestions for some improvements could be offered, but this will be left for readers to supply. Merchants and assistants are invited to send in criticisms and other photographs of interior displays will always be welcomed.



View of the Grigg Book and Stationery Store at Pembroke, Ont.

ers requiring different lines included in the stock as everything is easily accessible.

The photograph is of a Christmas season display as will be seen by the wording of several of the many meritorious show cards conspicuously placed in effective spots. Fiction is always a winner and the small table in the centre of the store indicates that the newest novel is thus brought forward upon arrival, so that none can miss seeing it—a practice that cannot fail to be productive of many sales as well as helping along the impression that here is a store that is thoroughly alive and abreast of the times. A close observer, by carefully following the book section of *Bookseller and Stationer*, will be able to anticipate future best sellers and have a sufficient supply upon its first appearance so as to be able to take advantage of the special opportunities afforded by the prestige of getting the book at the very earliest possible time after publication.

Observe the art pieces shown on the silent salesman at the left of the picture and on the table at the rear in front of the post cards, also the fancy china. Even where there is not sufficient room to have spacious de-

If readers will participate in discussions of this sort through these columns, the outcome will be generally beneficial and tend to encourage more attention to interior store arrangements, leading to better merchandising.



SELLING OFFICE FURNITURE.

Practically every dealer in office furniture to-day realizes that the best aid in selling his goods on the floor is to display them in some way that will attract the attention and please the eye of the prospective buyer. An effort should be made to group pieces into sets that belong together. Even if the grouping is nothing more than a roll-top desk with a swivel chair in front of it, an effort is made to effect something of this nature. Many wide-awake dealers are showing their office furniture grouped in model offices: a desk, swivel chair, typewriter desk and chair, waste-basket, filing devices, etc. Some displays show how the furniture is adapted to some particular line of business. It is well to have a filing device in every display. If the display is to represent a real estate office, files that should be used in that line of business should be

in that display. Legal-blank sections, document-file sections, card sections with the proper labels in each label-holder, so the prospect can see without being told just what each file is to be used for and how much of a time and labor-saving device it really is.



ANOTHER PAPER SPECIALTY.

The new paper sanitary tumblers which have just come out ought to be hailed with delight by the modern housekeeper, especially at preserving times. These little vessels are made from spruce pulp. They are treated with aseptic qualities at the mill before being packed in cartons and shipped to the various stores and in these cartons sold to the housekeeper, so the only thing she has to do is to break the seal and the jelly jars are ready for use.

They are so inexpensive that they may easily be thrown away at the end of the winter season, says the Philadelphia Times. Each tumbler is treated with a wax process which enables the jelly to slip out as easily as from a glass jar.

Little round lids come for covering the vessels and slip into a small groove at the top. The hot liquor can be poured directly into these paper tumblers.



STATIONERY TRADE NOTES.

C. D. Emman, Wetaskiwin, Alta., has purchased the stock of H. K. Oatway's stationery store.

Miss L. Johnstone, fancy goods dealer, has moved into a new store at Guelph.

The Underwood Manufacturing Co., makers of loose leaf metal parts, Cincinnati, Ohio., will put out, to the trade, a complete line of bound goods.

The Litho Print Co. have taken a loft in the new building recently completed for W. J. Gage & Co., Adelaide Street, near Spadina Avenue, Toronto.

A bookstore is to be established by the Free Press Publishing Co., in the Compton Block at Wetaskiwin, Alberta. It will open its doors for business on April 1st.

Fire gutted the Avenue Block, Portage Avenue, Winnipeg, on February 25th, causing a loss of \$250,000 including the stock of W. A. Davis, stationer, to the extent of \$15,000.

The Tenacity Manufacturing Co., now occupies a new factory at Reading station, Ohio, a suburb of Cincinnati, and it is reported that an extension of the plant is contemplated.

A charter has been granted the O. M. Weidlich Pen Co., Cincinnati, Ohio, to manufacture fountain pens, gold pens, etc. Mr. Weidlich, long a pen maker in that city, is manager.

A new manufacturing concern to be established in London, Ont., is the Canada Carton Co., to produce paper boxes, folding and solid, bags, cartons, labels and paper specialties of various descriptions.

The Canadian business of the S. S. Stafford Ink Company is now being handled at 9-11-13 Davenport Road, Toronto. The new three story branch factory and office of this concern was completed early this month.

N. A. Sinclair, general manager of the wholesale stationery establishment of Warwick Bros. & Rutter, has left on a holiday trip to Italy and the South of France, accompanied by Mrs. Sinclair. He will follow this up by a business trip through France, Germany and England.

Post Card Trade Outlook

**Encouraging Outlook in the Post Card Field—
Some Novelty Introductions for the Season.**

This year the post card trade is in a healthier condition than it has been for years, due in a very considerable measure to the checking of over-production. Big job lots of cards available at ruinous prices have gradually disappeared and the distributing firms are offering clean goods, meeting the present demands and tastes of the people.

It is a notable fact that five German publishing firms agreed to keep out of the United States market altogether this year in order to give the United States manufacturers a better chance to clean up their old stocks. This agreement was formed in Germany and is being carried out in good faith. Conceived no doubt as it was in good hard business sense, it is nevertheless philanthropic as regards its influence on the American houses.



New subjects in Musson's line of Gelatine Process Post Cards.

In addition, about fifteen American lithographers have quit manufacturing post cards altogether.

Legitimate Trade Stands its Ground.

It should be said in this connection that the trade in choice and high quality cards, local views and new productions has gone on apace all through this trouble, and is as staple to-day as the trade in shoes and sugar. It, of course, was often handicapped and embarrassed by bad company and by worse competition.

But there has been but one ending for the cheap cards—it was a certainty that they would in time be cleaned out of the market, either by being sold out or burned up. It was also certain that they could not last longer than the stock which was literally dumped on the market. Therefore, it begins to look very hopeful for the post card trade in this year of grace, 1913, and those firms who have stood by the trade and who will yet stand by the industry and continue its development will get their reward in due season.

One of the advantages which is helping the trade to the realization of better conditions is that a great many little, piking jobbers who got into the business without money and without credit will be wiped off the map.

Continued on page 64

Determined Action is Proposed

Efficacious Course Suggested for Enlisting Support of Public Opinion and Obtaining Abatement of School Text Book Injustice—Work for the Convention to Accomplish—Message From Vice-President Jarvis.

The suggestion has been made by a member of one of the publishing houses that the only method to effectually protest against the existing trade condition as respects school text books being sold at prices which allowed no margin of profit over the expense of carriage and handling, was for the retail bookseller to decline to handle them at all until such time as the Government gave the retail trade a square deal, providing for a living profit and eliminating existing conditions that are manifestly unjust.

The present policy not only ignores the retailer's right to a fair profit on his sales, but takes undue advantage of the generally fixed conviction that these merchants are obliged to handle school readers and other texts even if they make no money by it. Were the booksellers to take a firm and united stand, steadfastly refusing to sell these books until assured a reasonable profit and fair competition, public opinion could not fail to side with them and in a case where repeated appeals for justice meet only with rebuffs, some sort of drastic action is necessary in order to have wrongs righted. By declining to handle school texts until their claims received proper attention, the dealers would force the authorities to do something and it would serve to convincingly impress upon the Government and the public that bookstores are a benefit to the community and that it would be a hardship to be without them. That point scored, reform would probably follow with just consideration for the retailer, but even if the text books were to be taken out of the retail trade altogether and supplied direct to the schools, it would be far better than the system now obtaining. Then the merchant could divert to profitable mercantiling the time now spent to no purpose in handling school books at and below cost.

Significance attaches to a recent statement said to have been made by the superintendent of the printing plant of a firm having one of the principal contracts, that that firm would not take the contract again at the present figures.

When the Association meets in Toronto on April 28th, this big question should be met squarely. Only by taking a strong and determined stand can reforms be accomplished.

Letter From Vice-President Jarvis.

From "The Bookstore," Ottawa, A. H. Jarvis, who was elected vice-president at the time of the merging of the old association with the Retail Merchants' Association, comes this letter:

To the Booksellers, Stationers and Drug Book Men:—

"I was certainly surprised to read in last Bookseller and Stationer that plans had been made for a rally of booksellers and stationers and I must include the many druggist, especially in our towns, who carry books. However, I am glad to know that such a meeting is planned, and hope that many will see clearly the necessity for sacrifice of time and money. It must be a united action if we ever expect to receive fair consideration from those who control our interests, and we have a right to take the stand that these interests are, to a great extent, dependent upon us. Upon this consideration we are only fair to ourselves when we unite and submit our complaints. If pre-

sented in a right manner, with a united force, I feel confident that we may secure more fair treatment than we, as a trade, are receiving to-day.

"My purpose in writing the trade through these columns, is prompted by this belief, that we can do something. It is with a desire to create an interest in this meeting that I make the following suggestions:

"Between now and April 28th, jot down items which appeal to you as not being as satisfactory to you as they might be—your grievance might not be thought of by another. Don't trust to memory. Jot it down.

Then you may have methods either your own or learned from others, that you find helpful. Bring along these ideas and plans of work to show to others. For instance, I would like to see a systematic and simple method of keeping track of special book orders. Again, how do you manage 'import orders' so you may tell next fall, readily, what you ordered this spring? Further, you may have some special advertising that 'takes.' Why not bring samples and have an exhibit? You will find pleasure in giving of your knowledge and of receiving from others.

"I could go further, but the main thought of it all is that such a meeting will be of 'material assistance.'

"Break away from business for a few days. What you may lose, you will readily make up in increased energy on your return. You will return with a wider vision, getting away from the common expression of the average bookseller, 'we're not making a living.' If you believe that, come and see if you cannot increase profits. Benefit yourself, by a change from your little self and rub shoulders with your brother bookmen. Just forget about business, I say this advisedly, place everything before leaving in the best possible hands, then come to Toronto—Ten, twenty, thirty dealers cannot do much—let's aim at one hundred.

Yours truly,

In interests of Retail Booksellers, Stationers
and Drug Book Men.

Ottawa, March 25, 1913.

A. H. Jarvis.



A LETTER WITH A "PUNCH."

Although not dealing directly with the Association or Convention, it may suitably follow here because it touches upon a department which may well be brought to the fore among questions to be taken up for discussion at the convention. It affects most booksellers and stationers, but while the majority of these merchants handle wallpaper, many of them could get much better results than they now realize from this department, if they would but give it a due share of their attention. How many dealers reach the proportion of \$500 worth of business in wall paper alone for each thousand of population?—that is exceeded by some dealers. Discussion at the convention and continued in Bookseller and Stationer will show the way to all the merchants toward qualifying for that class.

This particular letter is a practical one in which the writer, W. J. Henry, of the City Bookstore, Kincardine, Ont., takes exception to a manufacturer's scheme for finding the cost of papering as set forth in the March Bookseller and Stationer:

Kincardine, March 15th, 1913.

Editor, Bookseller and Stationer:

Toronto.

Dear Sir:—

I notice on page 38 of this month's issue of Bookseller and Stationer, an article, "To find the Cost of papering," a method said to be given by a manufacturer.

(Continued on page 57.)



Athletic Goods, Leather Goods Fancy Goods and Toys

The New Spirit in the Toy Trade

General Advancement of Ideas Has Placed the Business on a Higher Level—Development of Clever Animal Conceptions and Character Dolls—Canadian Dealers Have Been Lagging.

By F. W. Irving.

There is quite an element of human interest in the development of certain toys which have achieved high popularity. The origin of the Steiff productions, for instance, is traced to the habit of a Sabian girl, Margarete Steiff, of cutting out comical elephants from bits of cloth and bright colored rags for her own amusement and the entertainment of her friends. Those quaint little animals became quite the rage in the little town in which she lived. A brother sensed a commercial possibility, took them to the annual fair in a neighboring town and scored! Margarete Steiff was equal to the occasion—her hobby became a serious undertaking and the elephants were followed by other animals including that biggest of all hits the "Teddy Bear." Readers will readily recall also the coming of the comical monkey, the awkward puppy, the whimsical kitten, the majestic lion, the St. Bernard dog, rabbits, pigs and other quadrupeds as well as numerous feathered creatures, the whole galaxy suggesting the setting free of all the denizens of Noah's Ark.

Much of the success was due to the unbreakable element which characterized these new toys, as well as the extraordinary suppleness of the limbs, making possible the most grotesque and expressive poses, accentuating the natural appearance of the silky plush or soft felt. Other developments were growls in the bears, squeals in the pigs, barks in the dogs and similar realisms. To the animal creations were added dolls for little girls and reproductions of buxom maids and jovial lads that could stand; village characters in gay costumes, soldiers, musicians and other human types. They were accorded a general reception equal to that of the animal counterfeits, and to-day two thousand workers are turning out these toys in the little town of Giengen in Wurtemberg.

There have been other doll and toy hits introducing welcome changes from the cut-and-dried, insipid and characterless factory creations of the regular variety of former years, notably the Kate Kruse dolls, with their expressiveness of mood and pose; the Campbell Kids, the Kewpies, Tubby the Dog, Fifi the Cat, and the Hug-me Kiddies.

This year, from European and American makers, are coming some entirely new creations in the way of war toys and educational toys as well as "The Daffydills," of comic supplement fame; "Cy from Diwash," a farmer boy in overalls; "Dotty Dimple," and other "beautiful" dolls; "Gertie" and "Bertie" from the sea shore; "Hausel" and "Gretzel," American made Dutch kids;

and numerous other doll characters as well as a variety of original toy novelties.

Canadians Should Wake Up.

It behooves the retailers in Canada to show greater activity and to pay more careful attention to the toy department than most of them have been devoting to it. Indiscriminate selections of a job lot of toys and dolls will not do. This trade has grown and expanded in keeping with other lines of merchandise, showing even greater advancement than some other trades and the merchant who is going to successfully appeal for the toy and doll trade will have to deal intelligently with this subject, concentrating attention upon it to the end of becoming posted as to just what variety of items are going to find favor for the coming season.



Prospects for Good Season

Sharp Revival in Fancy Leather Goods for Spring Anticipated—Novelties for Holiday Fancy Goods Trade.

Fancy leather goods are going to be in strong demand this year. Every indication is that there will be a sharp revival in this trade with new and novel productions that will tend to heighten interest and quicken sales.

Manufacturers have been busily engaged during the past month in getting out new and attractive designs. Some of them are already being displayed, and are meeting with a good reception.

The only feature of the trade which is at all disconcerting is the continued high price of leather. Not only are prices higher than they have ever been before, but it appears to be the opinion of those best informed in the trade that they will continue to advance. Buyers of leather goods should make a note of this condition of affairs and govern themselves accordingly.

Strap bags will be largely represented in the new spring lines. One very handsome bag on this order is about 12 inches long by 3½ inches wide, under the flap a compartment is fitted with memo card and pencil. On the inside are three compartments fitted on the sides with powder puff in leather case and a leather backed mirror, while in the centre permanently attached to the bag itself is a nickel framed purse. Bags of this character are made in seal, morocco and various other plain leathers as well as the new fancies in various shadings, including tans, greys, browns, purples, blues and greens.

One of the newest motor bags is oblong in shape, made in the familiar "cabin top" style, which is now so much in demand, and although but four inches in depth, with a length of nine inches and a width of one-half that, it holds a most surprising number of things. Included in the number is a hair brush with gold-plated back with clothes brush to match, comb, pin box, two glass bottles with gold-plated screw tops, glass jar with gold-plated top, leather cover flask having gold-plated removable bottom, with top to match, leather covered adjustable needles and various colored silks, besides a compartment containing button hook, nail file, knife and manicle scissors.

Many new shapes are to be seen, one particularly

novel one shows considerable change from the ordinary rounded or oblong shape, in that the bottom, though cut perfectly square, is wider there by nearly two inches than those with which the trade is so familiar, and is drawn into a narrow metal frame at the top, thus making the outline quite new in form.

New Fancy Good Lines.

The prospects for a successful season in toilet articles generally appear to be excellent. The splendid success met with during the past season has encouraged manufacturers to produce many other novelties of an attractive nature in brushes, combs, manicure implements, toilet and shaving sets, and European art productions of varied descriptions.

Many of the best of these new articles will be advertised in these columns from time to time, and buyers will do well to watch the advertisements and take advantage of the information given.

Manufacturers who lead in their respective lines know their business; otherwise they would not lead. In order to do business they have to advertise their wares, and the men who take advantage of their enterprise and see what they have to offer, are the ones who make their departments pay.



SITUATION IN THE DOLL TRADE.

At the present time the situation in toys, dolls and holiday goods is better than it ever has been before from the point of view of the retailer, not all merchants are living up to their privileges in this respect, nor do all realize how advantageously the market stands for them.

In the first place, Canadian importers are now showing all the new features in toys as they appear, and despite some old-fashioned prejudice to the contrary, they are not one whit behind their neighbors of New York. Not only do Canadian importers go abroad, and keep in touch with German markets, but they receive new goods by special arrangement as fast as turned out.

An example will show how the importer has risen to the occasion in showing lines of the greatest possible value at least possible prices. A novelty character doll, in large size, which was made only in dollar lines last year will now appear at twenty-five cents, and, while not of the same materials, is exactly like it in appearance and equally durable. This sort of thing means enterprise on the part of the wholesaler.

Character dolls will be big for next season. Large ones, jointed and with unbreakable celluloid heads are the novelty. Baby dolls are now supplemented by numbers showing all the costume ideas seen on the streets to-day.

The enameled jewelry which is so much in vogue just now affords the designers plenty of opportunity to exercise their fancy for color. The newest shade is a delicate lavender and it is used with exquisite effect as a groundwork for platinum tracery. A handsome bracelet enameled in this dainty tint is a flexible little affair formed of links half an inch in length but only an eighth of an inch wide.

Not to be outdone by Teddy's bear Woodrow Wilson is now represented in toydom by the "Woody Tigr" with the Princeton stripe and jointed like the Teddy Bear. These tigers stand 16 inches high and retail across the border at \$1. Novelties of this sort do not respect international boundaries so there is every reason to believe that Woodrow's tigers will range through the nursery jungles of Canada as well as those of Uncle Sam's country.

Making the Most of the Baseball Business

It's A Great Game on the Diamond, But It Makes a Hit in the Mercantile World, Too—Some Suggestions for Increasing Sales of These Goods.

Baseball goods are now being bought by the trade for the coming season and as booksellers and stationers do the bulk of the selling of these goods except in the larger cities, they should keep this position of prominence by paying the utmost attention to the profitable sporting goods department.

There are so many varied lines in the stock of every stationer that, in the task of attending to all of them, he is prone to starve certain branches in not giving them the share of his attention they deserve. Sometimes a man tries to do too much, and naturally his "try" is not converted into a "score." It is frequently the case that a merchant endeavors to carry on business with too small a selling price.

This is particularly applicable in discussing the question of the sporting goods department in the stationery store. If the merchant himself cannot spare much time to develop the trade, he should place some live young man in charge of it, encouraging him to get into close touch with all the organizations of the town, so as to establish a connection that will pull orders for club supplies. This does not refer simply to baseball, lacrosse or football clubs, but to such organizations as the Y.M.C.A., Young People's Societies, fraternal organizations and many others that will suggest themselves. There are many baseball teams, for instance, whose fixtures find little place in the sporting goods pages of the newspapers, but they play ball nevertheless, and consequently require the necessary bats, balls, gloves and all the rest. Apply the idea to other games and you will readily see that there is ample scope for a special man to attend to the working up of your sporting goods trade.

With the passing of hockey, baseball again comes into the spotlight. The gathering of the teams in the training camps has aroused all the fans. Following the resumption of the operations for the year by the professionals, will come reorganization meetings of city leagues, factory leagues, school teams, not to mention the countless aggregations of the corner-lot calibre. Some of them, as organizations, may qualify for the joke class, but they all smash bats knocking the covers off baseballs, meaning that they all buy baseball goods. Your store should become so noted for sporting goods that clubs and players no matter where they appear in the baseball scale, will naturally go to you for their requirements.

With all the agencies at work boosting the game, stationers will be slow indeed if they do not make capital out of it.

Begin displaying the goods in April. If you haven't bought supplies for the season get catalogues from the sporting goods houses or jobbers.

To make the most out of the sale of baseball goods the stationer should have a few fixtures for their display. He should have a form on which to show a sample suit and cap, and one or two racks for bats. These few fixtures do not cost much and seem necessary, the former for advertising purposes and the racks for convenience. With practically nothing else but sample lines, reinforced by the catalogues of the makers or jobbers, a surprisingly good business can be done in suits, caps, bats, balls, gloves, mits and score cards.

There is a good profit in baseball goods, and even if this were not the case, the handling of popular goods on

a close margin is not a bad scheme, as their sale brings much new business to the other departments of the store.

With the right kind of handling and with a young man in charge, the sporting goods department of a stationery store can be made a big winner. A young manager is preferred and he should be deeply interested in games.

He will contrive some speedy way to get all the scores and all the news about sports, baseball, football, etc., and thus make his department a rendezvous for the local followers of the athletic game and make money.

Selling to Motorists

Pennants Not the Only Fasting Line—Other Requisites That Will Help to Build Up Big Trade.

It is not only with automobile road maps and pennants that bookstores can share in the trade arising out of the individual requirements of motorists. Many dealers have added an especially profitable branch by concentrating on the sale of pennants. One dealer in a Western Ontario city makes it a point to stock pennants of all the towns within a reasonable radius as well as those of the chief cities and of various colleges and societies. He goes so far as to have pennants made specially for him, introducing unusual features as well as carrying sizes much larger than found in the average store. He has had extraordinary success and sales to motorists passing through the city form a large measure of the total.

Similar application devoted to the selling of picnic or tourists' baskets; leather frames with isinglass instead of glass, for holding and protecting road maps and tool kits, gotten up in appropriate gift form, would enable dealers to build up a motorists' supply trade of some proportions.

Speaking of automobile tool kits it is interesting to note that a popular new production is one containing sixteen tools, the majority of which can be fitted to a patent handle, thus economizing considerable space.

It pays to concentrate on certain lines of this nature, success being assured by reason of the almost countless prospective customers.

TENNIS GOODS PROFITABLE.

Stationers who maintain sporting goods departments have always experienced a good demand for tennis outfits—and in connection with the sale of these goods they have found that considerable trade has been attracted to their stores as those who play tennis, as a rule, are good customers for stationers.

Next to baseball, in the sporting goods line, tennis probably takes second place as a summer game. And in the absence of a strictly first-class sporting goods store in his town the average stationer ought to do a good business in tennis nets, rackets, balls and the other accessories of the game, such as tennis court markers, racket holders, etc. Caps, coats and tennis shoes might also be added to one's stock, as these articles are all needed in playing the game.

Stationers who will specialize in these goods can gradually build up a big trade by putting in sample stocks and supplementing these by a supply of the manufacturers' catalogues from which they can order to suit the needs of the individual customer. Because of the great popular interest in sports, it looks like good business policy to be "in the swim" with the younger element, as they will do a lot towards advertising a stationer's store.

Progressive stationers should at once see about ordering their supply of tennis goods, as the season for the game is now near at hand. Houses making or handling such goods will be named on request to Bookseller and Stationer.

Some Fountain Pen Points

Suggestions of Value to Salesmen in Connection With How to Keep the Stock and What to Impress Upon Customers.

Remember that no matter how perfect a fountain pen may be, it will be unsatisfactory unless the gold pen suits the writer's hand, therefore in making sales endeavor to select a pen suitable for your customer's needs, even if it means the sale of a cheaper pen than they would otherwise have purchased.

If you desire to carry your pen stock filled with ink for customers to try, it is necessary that the vents in the caps be filled with wax, and that they be kept in trays with the point up. In showing pens to customers where the stock is not filled up, dip the point in the ink, being

\$2.50 Could not be spent to better advantage than in buying this Fountain Pen which has our absolute guarantee

(A Fountain Pen to be attached here)

A practical suggestion for a window display

careful to wipe off all surplus ink before replacing in case. When a pen is new it is always advisable to fill with water and shake out through the point section before filling as there are often particles of dust or dirt in the holder which will cause the pen to skip or not feed perfectly.

Do not remove gold pen from the point section, as it is carefully adjusted before leaving the factory, or exchange the sections on the various holders as they are not interchangeable.

Complaints of pens leaking when carried in customers' pockets are caused by the vents in the caps being clogged, the section not screwed tight or the pen being carried in the pocket with the point down.

Ink plays a very important part in fountain pens, and to secure the best results, care must be taken to use a good clean fluid ink.

Impress upon customers the advisability of reading directions carefully as it often saves trouble later on.

When a pen is nearly empty, if often flows more freely and will sometimes drop ink. This is caused by the heat of the hand expanding the air in the barrel which forces the ink out, and is easily remedied by refilling the pen.

Encourage one of your clerks to study up ideas on window dressing and see what a lot of interest you can create in special lines of goods.

Your window display as with other forms of advertising must have a "punch." It should deliver a selling message, demonstrating need or creating desire

GOOD ADVERTISING



Fighting to Hold Trade

How to Meet Encroachments of Other Merchants in Their Endeavors to Take Business Away From the Stationery Store.

In considering the question of advertising, booksellers and stationers should make it a point to match the papers for the announcement of other merchants advertising lines that conflict with those carried in book and stationery stores and they should proceed to check-mate such appeals so as to prevent the formation in the public mind, of the idea that trade in the particular class of goods concerned, is drifting away from their field. For instance if dry goods merchants show a tendency to feature toys in their advertising it is logical to conclude that they are endeavoring to create the impression that the dry goods store is naturally the place to seek out when people want to buy toys. It is important that moves of this sort should be followed up by active efforts on the part of booksellers and stationers to protect this part of their business by concentrating their efforts in that direction.

Similar action should be taken all along the line to meet the ever-occurring instances of a like nature covering the various branches in which overlapping has become so noticeable in recent years, the tendency being to

particular line. Take wallpaper for instance. In some towns this trade has passed out of the hands of the stationer for the simple reason that the dry goods merchant, the hardware man or the painter and decorator has adopted more advanced methods of attracting and holding trade, eclipsing the stationer by means of more aggressive advertising and cinching the good effect, thus accomplishing by giving the new customers better service than they got from the stationer. There is no good reason why trade should be lost in this manner and when such a thing happens the chances are that the stationers are themselves to blame.

There have been instances in which efforts of this sort were not successful, accounted for by the fact that stationers in these cases, were on the alert and met the challenge with determination, succeeding in not only holding their trade but improving business in that department by reason of the increased interest awakened in the public.

HOW TO ATTRACT TRADE.

The way you run your business is your best or your worst advertisement. If you are not getting as many customers as you should get, then you are not doing the proper things to attract trade.



Copyright Novels That Were Published at \$1.25 and \$1.50 Each, for 25c Each

Good newspaper display for a book ad. utilized by a Toronto department store.

encroach upon the field of the booksellers and stationers, restricting their field and challenging their control of certain lines which have always been primarily associated with the book and stationery business.

The chief trouble is that book and stationery merchants too often lag behind their brother retailers in such important auxiliaries of successful merchandising as publicity and service. To hold their own they must adopt the most progressive methods of achieving success with a

A business properly run advertises itself and attracts trade. If careless methods are used you cannot expect the best results. To run your business properly does not require expert advice, but thought and attention.

Your success depends on what other people think of you and your business methods. In figuring out how you can attract more trade, put yourself in the position of the public and look at yourself and your business as they look at you.

WINDOW PUBLICITY.

The Tower Manufacturing and Novelty Company have a retail store as well as their wholesale and manufacturing establishment in New York and an illustration on this page shows a recent window display of office furniture. It



Window Display devoted to Office Furniture in the new store of the Tower Company in New York.

is a notable fact that this old firm has just recently added office furniture to the general stationery lines they carry. This is the tendency all along the line and Canadian stationers, those who have not already done so, should follow suit. Few will be so advantageously equipped as to have a show window in which a whole office can be reproduced, but the idea can be carried out on a modified scale.

**BOOK ADVERTISING.**

In book advertising it is not necessary to use a big space in order to attract attention and obtain good returns.

Once a bookseller establishes the fact that his advertisements are changed regularly and contain live and seasonable subject matter, a continuity of interest is created, even though each advertisement is complete in

itself and has no direct connection with the one which precedes or follows it.

In the advertisements reproduced on this page, those of A. C. Turnbull and A. H. Jarvis are more effective than that of Cole's Bookstore, because the headlines are

Bookstore News

Now is the time to renew your subscription for your

Papers and Magazines

We are selling agents for any

NEWSPAPER

and all the

LEADING MAGAZINES

COLE'S BOOK STORE

281 Tenth Street East
OWEN SOUND

Recent example of newspaper advertisement.

more likely to focus the attention of the very people who are most likely to be particularly interested in the respective subjects dealt with, whereas the heading "Bookstore News," should really be subsidiary to the words "Papers and Magazines."

When mechanical books are featured in newspaper ads., it is advisable to include window publicity, counter displays and personal introduction by sales people in the general campaign, and so with other lines as they are advertised.

The specialization and concentration indicated will be productive of the best returns, and followed out consistently will result in materially increasing the year's turnover in all departments.

A Special Telephone Offer

If for any reason you cannot visit the Store and make personal selection, we will take orders by telephone and fill them in the order in which they are received. If on looking over the books sent you they are not satisfactory we will allow you the privilege of returning them. This, however, must be done before the end of the week. Of over five hundred books ordered by phone there were but three returned last time.

Telephone Adelaide 2380

A few examples of recent book advertisements reproduced from Ontario newspapers.

FOR MECHANICS

595 Easy Ways to do the hard things in every trade and calling being the Popular Mechanics Year Book for 1913.

Price 50 Cents

A.C. TURNBULL

51-53 King St. West

Going to Build this Summer?

Just received some first class books of Plans—Bungalows, Homes, Cottages, Cement House, etc., 25c to \$2.00. Be sure and see these at

A. H. JARVIS

Phone 732.

"The Bookstore"

"The Bookstore" Sells Good Books.



Books



William Briggs.

1. Where are you Going to?
2. Little Gray Shoe.
3. The Debt.

Canadian Summary.

- | | |
|---|-----|
| 1. Corporal Cameron (Ralph Connor) | 111 |
| 2. The Happy Warrior (A. S. M. Hutchison).... | 84 |
| 3. Sunshine Sketches of a Little Town (Stephen Leacock) | 66 |
| 4. Rhymes of a Rolling Stone (Robert W. Service). . | 35 |
| 5. Their Yesterdays (Harold Bell Wright)..... | 31 |
| 6. The Knave of Diamonds (E. M. Dell) | 30 |

UNITED STATES BEST SELLERS.

My Little Sister. Elizabeth Robins.
 The Happy Warrior. A. S. M. Hutchison.
 The Parasite. Helen R. Martin.
 Andrew the Glad. Maria Thompson Daviess.
 Their Yesterdays. Harold Bell Wright.
 Bunker Bean. Harry Leon Wilson.

Publishers' Best Sellers.

Bell & Cockburn.

1. Sunshine Sketches of a Little Town.
2. Caviare.
3. St. Quin.

The Copp, Clark Co.

1. Knave of Diamonds.
2. The Day of Days.
3. The Lost Despatch.

Cassell & Co.

1. A child of Storm.
2. Marie.
3. White Motley.

The Macmillan Co.

1. Poor Dear Margaret Kirby.
2. One Woman's Life.
3. A Heroine in Bronze.

McClelland and Coedel.

1. The Happy Warrior.
2. Joyful Heatherby.
3. The Mischief Maker.

McLeod and Allen.

1. Heart of the Hills.
2. Andrew the Glad.
3. Daughter of Brahma.

Henry Frowde.

1. Bobbie, General Manager.
2. The Master of the Oaks.
3. The Bride's Hero.

Musson Book Co.

1. The Amateur Gentleman.
2. The Crystal Stopper.
3. The Blue Wolf.

Thomas Langton.

1. The Flirt.
2. Living Legacy.
3. The Parasite.

Canada and Literature

Boston Newspaper Surveys the Field and Forecasts Independence in Cultural Matters—Advocates Federal Guild of Bookmakers and Book-Sellers.

A nation developing as Canada is in political and commercial ways cannot long postpone increase of independence in cultural matters, says the Christian Science Monitor. Dependent as she has been and still is likely to be on British and American authors and publishers for much of the literature that inspires and educates her people, the Dominion henceforth is likely to produce more thinkers of her own. She will print and sell a larger proportion of the periodicals and books read by her native and adopted citizens. Only in some such ways can the rising national feeling show itself in its most attractive forms. It was not until the United States cut loose intellectually from utter dependence on British literary and philosophical guidance, and began to send its youth to Germany and France for instruction in the humanities and the fine arts, that a distinctively American note was struck in the cultural life of the nation. The wider range of comparison brought into being a finer type of nationalism at the same time that fertilizing influences came from Teutonic, Gallic and Slavic as well as Anglo-Celtic models. So with Canada, she needs to be less dependent on London or New York as sources of supply of books and periodicals.

A more thoroughly organized and federal guild of book makers and booksellers in the Dominion would do much to hasten the desired end. The newer and older provinces need to be tied together by this new sort of bond, precisely as the large distributing towns and cities of the United States are united with Chicago, New York, Philadelphia and Boston. When the retail market is organized so as to give a maximum of distributing efficiency in the retail trade, then publishing houses in the cities can expand and in due time assume relations with Canadian authors who now find it necessary to seek an American or British imprint for their books.

Fortunately signs multiply that this sort of federation in the Canadian book trade is coming soon. Retail stores are multiplying as the country fills up. British and American publishers are alive to the fact and are establishing branch houses. From the region of pioneers in the great northwest both verse and fiction full of color and sincerity are coming forth, and the universities and colleges of the east are doing their share in training competent writers on historical and economic themes. The ferment aroused by the fundamental political issues now under debate throughout the Dominion seems sure to have its stimulating effect upon the general intellectual activities of the people.

DEVELOPING CANADIAN LITERATURE.

In the course of an interesting letter to the editor of *Bookseller and Stationer* from W. B. Hadley, head of the Canadian branch of Cassell & Co., he says:

"I have had occasion recently to give a great deal of thought to Canadian Literature, and have noted with interest that, while Canadian authors are now accepted by the booksellers of Great Britain and the States, as ranking with the best, the booksellers in Canada do not seem to appreciate the interest of the wares offered them, or grasp the fact that Canadian literature can only become known to, and appreciated by the Canadian public through the medium of the bookseller.

When we realize that books of Canadian authors pass the most severe editorial tests at the hands of British and American critics, and are recognized as possessing a style and interest which are both entertaining and informative—not to mention great excellence of craftsmanship—I feel that it might be a good work if the "*Bookseller and Stationer*" could devote more editorial attention to this class of publications.

A prominent Canadian,—an officer of a leading Toronto Club,—remarked to me last Fall that Canada was weak in not possessing a native Literature, and was greatly surprised when I called attention to a number of writers of Canadian birth, whose works were well known in the States, but of which he had never heard. In fact, he was so interested, that he asked me to prepare a list of the authors and their works, which he planned to read at a meeting of his Club, and personally endeavor to interest members in the writers and their work.

If an organized movement could be effected through the booksellers of the country, by an appeal to patriotic motives, to give special prominence and attention to books by Canadian writers, I believe that a large public would respond, benefiting the bookseller commercially, in return for his effort, and encouraging native talent, to the enhancement of Canadian prestige."

This attitude has the heartiest support of *Bookseller & Stationer*, and other suggestions and expressions of opinion as to the best course of action to be pursued by all concerned will be heartily welcomed and it is to be hoped that letters will be forthcoming both from publishers and from booksellers.



Canadian Books and Authors

**Something About New and Forthcoming Books—
Interesting Notes About Canadiana—Death of
E. Pauline Johnson.**

Pauline Johnson, the Canadian Indian poetress died at Vancouver, B.C., on March 7th, after having been ill during the past two years in the Bute Street Hospital in that city.

Pauline Johnson was born near Brantford on March 10th, 1862, the daughter of an Indian chief of the Mohawk tribe and an English mother, Emily Howells, who had come to the Mohawk reserve from Ohio with her sister, the wife of a Church of England Missionary. Pauline was carefully educated by private tuition and in the Brantford Model School. Early in life she began to write verse, but her literary debut was made in 1892 when at the age of thirty she appeared at a literary evening of the Toronto Young Men's Liberal Club, after which she was started on her career as a public entertainer by Frank Yeigh. In 1894 a volume of her poems was issued under the title of "*The White Wampum*," being hailed

with delight by literary critics. In 1903 another volume called "*Canadian Boon*" was published, followed by "*Legends of Vancouver*," a series of short sketches. Her new book of poems "*Flint and Feather*" was one of the literary successes of last season.

S. A. White, the young Canadian novelist who is represented in the new books of the present season by "*Empery*," which is a tale of the stirring times of the Hudson's Bay Company of early days, was a school teacher before the lure of the Cobalt and north country claimed him. He wielded the rod for five years before striking out for the mining camps and the fur posts.

A thrilling tale of life on a prairie ranch, introducing original situations and a bewildering mystery is the first novel of a new Canadian author W. Lacy Amy which will appeal strongly to lovers of open-air tales. It is among Musson's spring books.



A Scene from "*Empery*," the New Novel
by S. A. White.

A volume lately issued by William Briggs is entitled "*The Traitor*," by Clifford Smith, who is the managing editor of the Montreal Star and known as one of Canada's best writers. This volume consists of some of Mr. Smith's best stories which he has collected, many of which are illustrative of life in French Canada.

A new volume of verse soon to be issued from the press of William Briggs is entitled "*Songs of the Thistle and Maple*," by John MacFarlane, of Montreal. It will have an emblematic design on the cover, of the thistle. This volume will appeal especially to Scotch Canadians.

Since the death of the Hon. James Young, of Galt, his work, "*Public Men and Public Life in Canada*," has been in great demand. This work treats of both sides of politics in a fair and impartial manner, and the many instances given in reference to the public men of the country of an anecdotal nature make the volumes the very best of reading.

A new volume which is being issued from the press of William Briggs, is entitled "*The Outlaw and Other Poems*," by Alanson L. Buck, of Findlater, Sask. This volume will appeal to the people of the West particularly.

In the fall, Briggs will publish "*Chief of the Ranges*," by H. A. Cody, the author of "*The Frontiersman*," and "*The Long Patrol*," will issue through his publisher.

"The Reminiscences of Sir Richard Cartwright," the first edition of which went off within a month or six weeks, has been issued in second edition by the publisher, William Briggs.

"The Real Canadian," by J. O. L. Lloyd, will be published shortly by McClelland and Goodchild.

Richard Pelhan Bolton, the American capitalist, severely criticizes the Hydro-Electric System of Ontario in the book, "The Expensive Experiment," which is being handled by McClelland and Goodchild.

In connection with the annual meeting of the Ontario Library Association an exhibition of books proved a big attraction. Among the publishers who made displays were J. M. Dent & Son, Cassell & Co., McClelland and Goodchild, The Macmillan Co., Copp, Clark Co., William Briggs, and D. T. McAinsh.

The Public Library as a creator of a taste for books is of untold value to the book trade and booksellers in every town should co-operate to the fullest extent with library work in his town. There will be indirect as well as direct benefits to his book business not to mention the broadening of his own outlook.

J. M. Dent & Sons will shortly publish a volume of short stories by Alan Sullivan, whose recent book of verse was so well received.

William Adolphus Turnpike, the new book by William Banks, Jr., is down for April publication by J. M. Dent & Sons. The author is a well known Toronto journalist, being news editor of the *Globe*.

"Twentieth Century Impressions of Canada" is to be published by Lloyd's Greater Britain Publishing Co. Reginald Lloyd, managing director of the company, is now in Canada. He said the book would comprise five headings:—

"Canada and Its History," "Its People," "Its Commerce," "Its Industry," and "Its Resources." The information for the book was secured direct from Canadians. Indirectly, Mr. Lloyd said this work would be the means of helping immigration to Canada, because the company was securing the services of a first-class lecturer who would visit the majority of the towns throughout Great Britain to persuade people to get this book out of the libraries and learn of the opportunities awaiting them in Canada.

A. M. Chisholm, whose new book "Precious Waters" is published by Doubleday, Page and Company, leads the simple life at Windermere, British Columbia, where he takes an active interest in Dominion politics and progress. A large part of his time, Mr. Chisholm spends in the trackless forest of the far northwest hunting and fishing, and all his books have the wild, free atmosphere of the open country where the issues are big and the complex problems of the east are unknown.

The 1913 edition of Frank Yeigh's "5,000 Facts About Canada" shows a marked improvement over previous issues in its contents and arrangement. It includes a miniature map of the Dominion showing the new provincial boundaries. The story of Canada's progress as shown in a brief twelve-month period is a wonderful one, effectively set forth in this unique publication.

Heaton's Annual, otherwise known as the Commercial Handbook of Canada has made its appearance covering the year 1912.

Stephen Leacock, writes as follows of his present and contemplated literary activities to his publisher:

I am projecting a set of story sketches with common connecting tissue, under the title of "Arcadian Adventures with the Idle Rich." I have not written a word yet; but when I do, and when I get a little way into them, I will bring down the manuscript to New York to you.

News Notes in the Book Trade

The proposed German law against dime novels and sensational literature has been received with favor by the majority of the federated States of Germany. It will probably be submitted to the Federal Council during the present session of the Reichstag. The measure will provide heavy penalties for the display and sale of this kind of literature, and for the confiscation of all copies. The existing legislation in Germany affects only these publications which are offensive morally and religiously.

"Joaquin Miller," the poet of the Sierras, died on February 17th in his one-room cabin, built in the Piedmont Hills, California, many years ago. Death came after a lingering illness, following an attack of paralysis two years ago. The poet was born in Wabash District, Indiana, November 10th, 1841.



MISS KATHLEEN NORRIS,
Author of "Poor Dear Margaret Kirby."

A symposium on "Woman's Suffrage" was a feature of the March Pall Mall Magazine. Bernard Shaw's reply follows:

"Far from being prepared to do so, I defy you to give me three logical reasons, or even one logical reason, why men should have the vote. It is against all reason that the average Englishman, who is incapable of governing a cowshed properly, should be given a vote which effects the government of our Empire. If he alleges that women are still more imbecile politically, he alleges an impossibility which is, anyhow, beside the point."

The "Romance of the Rothschilds," by Ignaz Balla, which the Putnams are about to publish, contains the story of the accumulation of the greatest aggregate fortune and the history of the most noteworthy family of financiers that the world has seen or is likely to see.

A new edition of "The Lady Married" has been issued by Musson's. It will be remembered that almost all of a previous edition was destroyed by the mishap to SS. Royal George in the St. Lawrence.

London, Dec. 1.—John Masefield's poem, "Everlasting Mercy," describing the conversion of a Shropshire poacher, which aroused interest when published in *The English Review*, has received the award of the Edmond de Polignac prize of \$500 annually given by the Academic Committee of the Royal Society of Literature to the author of a work of pure literature.

The poem is described by J. M. Barrie as incomparably the finest literature of the year.

"Communion With God, or Morning and Evening Prayers," with a preface by Rev. John Dawson, M.A., is a book recently issued by Charles J. Thynne, London, W.C.



ALFRED NOYES.
The English Poet, whose First Trip
Outside the British Isles was His
Visit to America This Year.

Norman Angell's last work, "The Great Illusion," is selling readily throughout Canada. The sixth edition has just been received from the printers' hands by McClelland and Goodechild.



Rounds of the Bookfellow

Trade Intelligence and Gossip About New and
Forthcoming Books — Retail Bookselling in
Toronto.

Toronto, March 14th.—Toronto is frequently spoken of as being behind the times owing to the comparatively few large retail bookstores here, but the fact remains that those few show an alertness in some respects, which might well be emulated by booksellers in some of the other cities. For instance, during the past month or two, before the coming of the harbingers of the spring fiction, several Toronto retail booksellers concentrated on books for the business man, as well as technical and mechanical books suitable for people engaged in the pursuit of certain subjects or pursuing vocations to which the titles particularly applied. Volumes on real estate, the stock market, publicity and various phases of business life were so strongly featured that orders for twenty-five of a title were received by the publishing houses, which, as the junior clerk says, is "going some" for books other than fiction. The method largely used for oiling up the business wheels and getting things started, was window publicity. Some fine displays were made with strikingly attractive show and price cards which halted even pedestrians using the Marathon gait. In fact, the methods used were such as to make it well worth while for booksellers from other towns to make it a point to take time for a run around to the retail bookshops for ideas when on their periodical visits to the wholesale establishments.

The arrival of the first edition of "The Amateur Gentleman," Farnol's new book which has been awaited with such interest, precipitated an extraordinary commotion at the Musson warehouse. The advance sales practically exhausted the edition, meant a contract of some proportions for the staff in order to fill the orders so as to have the books reach the different booksellers with the greatest possible despatch.

F. F. Appleton has joined Musson's road staff and left in March for the West in which field he will assist L. A. Gemmell, carrying the import lines.

At Musson's it was learned that that house on its fall list will have a new novel by Rex Beach.

W. H. Hadley, manager of the Toronto and New York branches of Cassell & Co., in his talk with the Bookfellow about recent developments in the House of Cassell, was particularly enthusiastic about John Foster Fraser's volume "Panama and What it Means," a book written from the viewpoint of a British newspaperman and especially interesting in view of the controversy arising over the Clayton-Bulmer and Hay-Pauncefote treaties. Cassell's, by the way, have just established a new monthly called "The Family Circle," and have also recently acquired "The Book Monthly" of England.

M. G. Hay, Copp, Clark Co.'s sales manager, speaking of the import display which has just closed, said the business done this year far exceeded that of last year which marked a record. There were more visiting buyers than ever before.

The Winston Cook Book, by Helen Cramp, is a new offering of the Copp Clark Co., the claim being by the publishers that it is the most comprehensive cook book published. In these days of the "high cost of living" arguments set forth such as "Reduces Meat Bill" and "Reduces Grocery Bill" will appeal in a special way when the bookseller seeks to interest the man who pays the bills, as a possible purchaser of the volume. The book contains reproductions from photographs and eight colored plates and has 550 pages. It is an ambitious volume.

A new volume in Jack's Present Day Gardening series is "Dahlias" just put out by the Copp, Clark Co. The same publishers have just issued a new edition of Innes' "History of the British Nation," a \$1.50 volume which by reason of its comprehensive nature is calculated to be a good trade winner for booksellers. New volumes of fiction soon to appear include "Stephen March's Way," by H. H. Knibbs; "Concert Pitch," by Frank Danby; "The Bishop's Purse," by Cleveland Moffat, and "The Sixty-First Second," by the author of "Stover at Yale."

S. R. Crockett's new novel, Patsy, published by Macmillan's, is a lively romance of a hundred years ago.

Among the new books put out by McClelland and Goodechild are "The Balkan War Drama," by Cyril Campbell, war correspondent of the London Times, the concluding volume of Jean Christophe books by Romain Rolland, entitled "The Journey's End," a Canadian edition of "St. Anne of the Mountains," by Effie Bignell, "American Nobility," by Pierre De Coulevain, "Leading American Investors," by George Iles, "Some English Story Tellers," by Frederick Taber Cooper, and "The Home Poultry Book," by E. I. Farrington. A fourth Canadian edition of "Martha by-the-Day," by Julia M. Lippman has also been issued.



Book Lists Received

Hurst & Co., represented in Canada by McLeod & Allen, have issued their 1913 catalogue which contains over seventy pages, illustrating and describing their popular copyright fiction, boys' and girls' books, popular editions of books by famous writers, dainty gift volumes, deluxe libraries of standard authors, poets, in various bindings designed for holiday trade, books for children, including toy and indestructible muslin books as well as dictionaries and manuals. New titles have been added to several of the boys' and girls' Series including "Frank Armstrong, Captain of the Nine," "The New Boys at Oakdale," "Molly Brown's Senior Days," "The Boy Scouts at the Panama Canal," "The Border Boys in the Canadian Rockies," "The Boy Aviators' Flight for Fortune," and "The Motor Maids in Fair Japan."

From Bell and Cockburn comes a special catalogue raisonné of the publications of the T. N. Foulis, London and Edinburgh, for which firm they were recently appointed sole Canadian agents. The catalogue itself is a work of art having a dozen plates reproduced in colors of scenes and personalities dealt with in the different volumes advertised. The frontispiece is a notable portrait of Sir Walter Scott, from a painting by Andrew Geddes A.R.A., being from the volume "The Sir Walter Scott Originals," by W. S. Crockett, a book of 450 pages with forty-four illustrations. This book is a series of brisk biographies of actual drovers and dominies, laddies and lairds, whom Sir Walter used as models. Other similar new volumes described in the catalogue are "The Charles Dickens Originals," by Edwin Pugh; "The R. L. Stephenson Originals," by E. B. Simpson, and many other equally interesting productions. This unique catalogue was issued to mark the bi-centenary of the birth of Andrew Foulis, the younger of the two brothers who, in 1741, founded the Foulis Press.

Cassell's spring list sets forth an interesting list of fiction, including novels by Haggart, Deeping, Pemberton, Guy Thorne, Marjorie Bowen, Amy Le Feuvre, Silas K. Hocking, Mrs. C. N. Williamson, and the Canadian writer, Adeline Teskey, also extensive list of books on religious, social, travel, nature study, art, gardening, educational and technical subjects. The list is embellished with several full page colored plates.



Books Received

Empery. S. A. White. Toronto: Musson Book Co. Cloth, \$1.25.

A tale of the Hudson's Bay Company in the old imperial days. The historic fight for the mastery between the North-West Fur Company and the Hudson's Bay Company is utilized to good advantage in developing the story. There is a frontispiece in color depicting one of the most dramatic situations.

Helen of Troy. Andrew Lang. London: G. Bell & Sons. Cloth, 3s. 6d.

A new edition of this work first published in 1882. The frontispiece is a photogravure portrait of Dr. Lang, who died in July last year.

The Secret of Prayer. Enoch C. Byrum Anderson, Indiana. Cloth.

The author in his preface refers to the instructive inclination in people to call upon God for help in times of deep distress and approaching calamity, even though they do not do so under more favorable circumstances. The book is designed to show how and why to pray.

Bed-Time Stories. Isabel C. Byrum Anderson. Indiana: Gospel Trumpet Co. Cloth.

An illustrated volume of Old Testament tales for children.

The Pearl Stringer. Peggy Weblins. London: Methuen & Co., Ltd. Cloth, 3s. 6d.

Dealing principally with the work and experiences of a girl who strings pearls. Many quaint characters are introduced.

Health Through Diet. Kenneth G. Haig. London: Methuen & Co., Ltd. Cloth, 3s. 6d. net.

The author sets forth in detail the dietary of Dr. Alexander Haig and argues that many of the ills we suffer from are but the results of wrong feeding.

Mary All Alone. John Oxenham. London: Methuen. 6s.

The story of a girl of position and culture flung suddenly on life with no special training or aptitude for

earning her living in any capacity. Her very attractiveness raises barriers against her; but she wins through to happiness in the end.

Comrade Yetta. Albert Edwards. Toronto: Macmillan. Cloth, \$1.25.

An interesting volume combining a practical treatment of a phase of socialism and the love story of the heroine who is the daughter of a Russian Jew. The opening chapter introduces Yetta in Benjamin's Rayefsky's bookstore, where "you were likely to find a novel by Laure Jean Libbey cheek by jowl with The Book of Mormon between two volumes of Browning's poems."

One Woman's Life. Robert Herrick. Toronto: Macmillan. Cloth, \$1.25.

Milly Ridge, the heroine of Herrick's new novel, is as striking and convincing a creation as has come from his pen and in her struggle for social supremacy, the author has a theme distinctly modern and admirably suited to his powers.

Poor Dear Margaret Kirby. Kathleen Norris. Toronto: Macmillan. Cloth, \$1.25.

The author of "Mother" in this volume gives us a collection of her best short stories—stories of sentiment, of purpose, humorous tales, as well as more serious subjects. It is a versatile volume.

The Princess Athura. By Samuel W. Odell. New York: T. Y. Crowell Co. Cloth, \$1.25.

A brilliantly written historical novel of the time of Darius the Great, King of Persia, relating a fascinating love story.

The Craft of the Crochet Hook. Edited by Flora Klickmann. London: R. T. S. 1s net.

Shows how to apply crochet work to personal and household linen and home decoration.

Bobbie, General Manager. Olive Higgins Prouty. Toronto: Henry Frowde. Cloth, \$1.25.

Bobbie is a girl who mothers a New England family, managing them without their knowing it. The problems and struggles of her brothers and sisters, their difficulties in college, in business, in love and in marriage she makes her own and she has her love story too.

The Frontiers of the Heart. Victor Marguerite. Toronto: Henry Frowde. Cloth, \$1.25.

Based on the universal theme of the struggle between love and patriotism. Given a sensitive French girl in love with a strong German doctor, and begin the story just before the Franco-Prussian war—What will be the outcome? On the one side of the struggle are the girl's family, her religion, and the whole mass of intimacies, racial heritages, and associations which make her French. On the other side is her genuine over-mastering love for the young German—an admirable fellow. Translated from the French by Frederic Lees.

The Joys of Living. Orison Swett Marden. New York: T. Y. Crowell Co. Cloth, \$1.25.

The object which this book accomplishes in a highly successful degree is to show the average striving, struggling, over-busy, over-worried man and woman how to get pleasure out of life every day, instead of waiting for fortune or some other distant goal.

Little Women. Louise M. Alcott. London: R.T.S. Cloth, 7s. 6d. net.

A presentation edition with eight colored plates reproduced from water color drawings by Harold Copping.

The Amateur Gentleman. Jeffery Farnol. Toronto: Musson Book Co. Cloth, \$1.25.

Mr. Farnol in his characteristic style tells of the adventures that befell a sturdy country-bred youth who sets forth for London to "become a gentleman." "The Amateur Gentleman" is the first story Mr. Farnol has writ-

ten since the publication of "The Broad Highway," and possesses the same qualities which gave that book its universal appeal—the charm of style, the fresh, unusual humor, the vigorous, yet whimsical characterizations. The period is in the early nineteenth century.

Home Training the Secret of Character Building. S. B. Ervin. Anderson, Indiana: The Gospel Trumpet Co.

Publication of this book followed the original presentation of the subject matter in the form of addresses delivered from the platform.

The Flirt. Booth Tarkington. Toronto: Thomas Langton. Cloth, \$1.25.

The appearance of a new book by this popular American novelist was one of the outstanding events of the month. The Flirt is described as the story of the girl "Who jilted you." She has a younger brother, too, who contributes with considerable effect to the humorous element of the story. "The Flirt" is the story of an individual but the portrait of a type with which everybody is familiar—one which is the cause of a great deal of trouble and some happiness on this earth. While rich in comedy, the story serves to bring out the serious aspect of this type and its effect on modern American family life.

Written in the Sand. G. R. Duval. Cloth, \$1.25. Toronto: Thomas Langton.

Magic days in the Sahara are described with all the power of one who knows the desert life intimately and has caught the spirit of its subtle mystery and charm. In fact, the desert, ever changing, ever fateful, is less a setting for, than an actor in, this dramatic story of love and adventure.

The Progressive Business Man. O. S. Marden. New York: T. Y. Crowell & Co. Cloth, \$1.00.

A forcefully written volume, over-running with tersely put pointers for business men desirous of being up-to-date, ambitious of reaping equal results with their keenest competitors, and at the same time anxious to uphold high standards in their own line.

Maeterlincks Symbolism: The Blue Bird and Other Essays. By Henry Rose. 2l. London: H. C. Fifield, 13, Cliffords Inn, E.C.

This little book may be best described as a literary treat. It is, in the main, an appreciation of Maeterlincks Symbolism, and to many of us an enlightenment, which takes all the mystery from the Blue Bird. The notes given by the author referring to that arch-symbolist, Swedenborg, are both interesting and instructive. Companion to this volume, at the same price and by the same author is "On Maeterlinck." As to the "Other Essays," the first is a masterful, if not always friendly criticism of the optimism of Robert Browning; The second, a delightful conclusion "The Musical Mind;" a study in Harmonies.

"The Forest Farm." By Peter Rosegger. 2l. London: A. C. Fifield, 13 Cliffords Inn, E.C.

Rosegger, peasant born, in this, the book of his home, is indeed Peasantry become conscious and articulate. He gives us the life from within. These tales of country life and customs in the Austrian Tyrol should be of interest to Canadians.

The Judgment House. Sir Gilbert Parker. Toronto: Copp, Clark Co. Cloth, \$1.50.

The story opens in London before the Jameson Raid, which serves to open a gripping interest carried through to the war itself in which the male principals of the tale participate. One of these, Rudyard Byng, who, at thirty, has made millions in Kimberley. This is the man who wins the hand of Jasmine Grenfel, who jilts a rising young diplomatist in Byng's favor. Jasmine's chief in-

terests in life are love and pleasure, admiration and herself and she allows two other men to make love to her and a third to pay marked attentions. Byng, learning of this, is only prevented from killing one of these men by the persuasions of the other. In the tragedy brought on by the war, Byng and Jasmine win peace and a prospect of happiness. With his wonted skill, Sir Gilbert has produced a novel of compelling interest comparable to his great books "The Seats of the Mighty" and "The Right of Way."

The Harbor Master. Theodore Goodrich Roberts. Boston: L. C. Page & Co. Cloth \$1.25.



WILLIAM WESTRUP.
Author of "The Debt."

A vigorous tale of Newfoundland introducing plenty of excitement and action setting forth attractively with compelling interest of life in the open. A mystery that grips adds spice.

Record of Copyright Books

Publications of the Different Canadian Publishing Houses During the Month Ending January 15th.

Fiction.

Amateur Gentleman, The. Jeffery Farnol. Toronto: Musson Book Co. Cloth, \$1.25.

American Nobility. Pierre De Coulevain. Toronto: McClelland and Goodchild. Cloth, \$1.35.

Blue Wolf, The. W. Lacey Amy. Toronto: Musson Book Co. Cloth, \$1.25.

Call of the Carpenter. Bouck White. Toronto: Thomas Langton. Cloth, \$1.25.

Case of Jennie Brice, The. Mary Roberts Rinehart. Toronto: McLeod & Allen. \$1.00.

Crystal Stopper, The. Maurice LeBlanc. Toronto: Musson Book Co. Cloth, \$1.25.

Daughter of the Rich, A. Mary E. Waller. Toronto: McClelland and Goodchild. Cloth, \$1.25.

Daughter of Brahma, A. I. A. R. Wylie. Toronto: McLeod and Allen. Cloth, \$1.00.

Devil's Admiral, The. Frederick F. Moore. Toronto: Thomas Langton. Cloth, \$1.25.

- Everbreeze.** Sarah P. McL. Greene. Toronto: McLeod and Allen. Cloth, \$1.25.
- Empery.** S. A. White. Toronto: Musson Book Co. Cloth, \$1.25.
- Elementary Jane.** Richard Pryce. Toronto: McClelland and Goodechild. Cloth, \$1.25.
- First Lady in the Land, The.** Acton Davies. Toronto: Thomas Langton. Cloth, \$1.25.
- Flirt, The.** Booth Tarkington. Toronto: Thomas Langton. Cloth, \$1.25.
- Frontier of the Heart, The.** Victor Marguerite. Toronto: Henry Frowde. Cloth, \$1.25.
- Gay Rebellion, The.** Robert W. Chambers. Toronto: McLeod and Allen. Cloth, \$1.25.
- Gloved Hand, The.** Burt E. Stevenson. Toronto: McClelland and Goodechild. Cloth, \$1.25.
- Hearts of Grace.** Philip Verrill Mighels. Toronto: McLeod and Allen. Cloth, \$1.25.
- Heart of the Hills, The.** John Fox, Jr. Toronto: McLeod and Allen. Cloth, \$1.30.
- Isle of Life, The.** Stephen F. Whitman. Toronto: McLeod and Allen. Cloth, \$1.25.
- Living Legacy, A.** Ruth Underwood. Toronto: Thomas Langton. Cloth, \$1.50.
- Lost Despatch, The.** Natalie S. Lincoln. Toronto: Copp, Clark Co. \$1.25.
- Mischief Maker, The.** E. Phillips Oppenheim. Toronto: McClelland and Goodechild. Cloth, \$1.25.
- Miss Mystery.** Etta Anthony. Toronto: McClelland and Goodechild. Cloth, \$1.25.
- Murder, Limited.** Ranger Gull. Toronto: Henry Frowde. Cloth, \$1.25.
- New Lives for Old.** Francis N. Noyes. Toronto: McLeod and Allen. Cloth, \$1.25.
- One Woman's Life.** Robert Herriek. Toronto: Macmillan. Cloth, \$1.25.
- Precious Waters.** A. M. Chisholm. Toronto: Thomas Langton. Cloth, \$1.25.
- Parasite, The.** Helen R. Marten. Toronto: Thomas Langton. Cloth, \$1.25.
- Pete Crowther, Salesman.** Elmer E. Ferris. Toronto: Thomas Langton. Cloth, \$1.25.
- Pippin.** Evelyn Van Buren. Toronto: McClelland and Goodechild. Cloth, \$1.25.
- Sally Castleton, Southerner.** Crittenden Marriott. Toronto: Thomas Langton. Cloth, \$1.25.
- Slice of Life, A.** Robert Halifax. Toronto: McClelland and Goodechild. Cloth, \$1.25.
- Song of Sixpence, A.** Frederick A. Kummer. Toronto: McLeod and Allen. Cloth, \$1.25.
- Stain, The.** Forrest Halsey. Toronto: McClelland and Goodechild. Cloth, \$1.25.
- Thorney.** Alexander Black. Toronto: McClelland and Goodechild. Cloth, \$1.25.
- Traitor, The.** F. Clifford Smith. Toronto: William Briggs. Cloth, \$1.25.
- Typhoon, The.** J. W. McConaughby. Toronto: Thomas Langton. Cloth, \$1.25.
- Veronica.** Florence Morse Kingsley. Toronto: McClelland and Goodechild. Cloth, \$1.25.
- Written in the Sand.** G. R. Duval. Toronto: Thomas Langton. Cloth, \$1.25.
- Youth.** Conrad Joseph. Toronto: McClelland and Goodechild. Cloth, \$1.25.
- ton.** Business Book. Toronto: Musson Book Co. Cloth, \$2.00.
- American Flower Garden, The.** Neltje Blanchan. Agriculture. Toronto: Musson Book Co. Cloth, \$1.50.
- Elementary Biology.** (Complete) Peabody and Hunt. Toronto: Macmillan. Cloth, \$1.25.
- Fitness of Environment, The.** L. J. Henderson. Science. Toronto: Macmillan. Cloth, \$1.50.
- Garden and Farm Almanac.** Reference. Toronto: Musson Book Co. Paper, .25.
- Human Physiology.** Vol II. L. Luciana. Toronto: Macmillan. Cloth, \$5.00.
- Highways and Byways Series.** Somerset. Edward Hutten. Travel. Toronto: Macmillan. Cloth, \$1.50.
- Home Poultry Book, The.** E. I. Farrington. Toronto: McClelland and Goodechild. Cloth, \$1.00.
- Industrial Combinations and Trusts.** W. S. Stevens. Economics. Toronto: Macmillan. Cloth, \$2.00.
- Introduction to Zoology, An.** B. Lulham. Toronto: Macmillan. Cloth, \$1.60.
- Letters of Lord Acton to Mary Gladstone.** H. Paul. New Edition. Toronto: Macmillan. Cloth, \$3.00.
- Malaria: Cause and Control.** W. B. Herms. Toronto: Macmillan. Cloth, \$1.50.
- Modern Gasoline Automobile, The.** Victor W. Page. Toronto: McClelland and Goodechild. Cloth, \$2.50.
- Modern Strawberry Growing.** Albert E. Wilkinson. Agriculture. Toronto: Musson Book Co. Cloth, \$1.00.
- Mother's Guide, A.** Francis Tweddell, M.D. Toronto: McClelland and Goodechild. Cloth, .75.
- New Freedom, The.** Woodrow Wilson. Sociology. Toronto: Musson Book Co. Cloth, \$1.00.
- Old Colonial System, The.** 2 Vols. G. L. Beer. History. Toronto: Macmillan. Cloth, \$4.00.
- Peeps Series.** Peeps at the Far East. Peeps at Heraldry. Peeps at Edinburgh. Peeps at Nature-Romance of the Rocks. Toronto: Macmillan. Cloth 50c.
- Poultry Book, The.** Harrison Weir, F.R.H.S. Farming. Toronto: Musson Book Co. Cloth, \$1.50.
- Portraits and Speculations.** A. Ransome. Literature. Toronto: Macmillan. \$2.50.
- Social Religion.** Dr. Scott Nearing. Religion. Toronto: Macmillan. Cloth, \$1.00.
- Source-Book of English History.** E. K. Kendall. History. Toronto: Macmillan. Cloth, .80.
- Spirit of American Literature.** John Albert Macey. Literature. Toronto: Musson Book Co. Cloth, \$1.50.
- St. Anne of the Mountains.** Effie Bignell. Toronto: McClelland and Goodechild. Cloth, \$1.25.
- Stock Exchange from Within, The.** William C. Van Antwerp. Business Book. Toronto: Musson Book Co. Cloth, \$1.50.
- Studies in Literature.** F. N. Tisdale. Toronto: Macmillan. Cloth, .90.
- Tutorial Prayer Book, The.** Charles Neil and J. M. Wilmoughby. Religious. Toronto: Musson Book Co. Cloth \$1.25.
- Twenty Years at Hull House.** (New Edition). Jane Addams. Biography. Toronto: Macmillan. Cloth \$1.50.
- Training the Boy.** W. A. McKeever. Toronto: Macmillan. Cloth, \$1.50.
- Tudor Shakespeare.** Merry Wives of Windsor; Julius Caesar. Cloth, .25; special cloth, .35; leather, .55.
- Wessex Hardy.** The Dynasts. Literature. Toronto: Macmillan. Cloth. Parts I., II., \$2.50; Part III., \$2.50.
- Winston Cook Book.** Helen Cramp. Toronto: Copp, Clark Co. Cloth, \$1.25.

Non-Fiction.

- Across the Andes.** Chas. Johnston Post. Travel. Toronto: Musson Book Co. Cloth, \$2.00.
- Advertising is a Business Force.** Paul Sterry Chering-

The Enclosure Problem

Toronto Houses Likely to Discontinue Sending Parcels to Other Houses and Accepting Enclosures—The Remedy.

Bookseller and Stationer has learned of a meeting of the book publishers' section of the Toronto Board of Trade, held a few days ago when the "enclosure evil" was up for discussion.

Although no definite action was taken it is safe to predict that some and perhaps all of the houses will discontinue the sending of parcels to other houses for enclosure or accepting them from other houses.

The stand they take is the result of the abuse of the privilege by a large proportion of merchants. A warning has been sounded by Bookseller and Stationer on several occasions recently and had the merchants been thoroughly organized this question might have been met, and an abatement of the injustice to wholesale houses guaranteed. A satisfactory understanding might then have been concluded.

Just now a committee of the publishers is dealing with the question to report at another meeting.

A remedy proposed is that one of the Toronto rapid transit companies might make a feature of collecting enclosures, with a nominal charge per package, according to weight.

Here is a subject for the association to thresh out. These columns are open for a discussion.



A LETTER WITH A "PUNCH."

(Continued from page 44)

He may know all about the manufacturing end of the business but very little about the retailing or paper-hanging end. Get a little stick, cut it off to the width of an 18 inch paper when trimmed, trot around the room with your little stick and I suppose with a pencil behind your ear and a piece of paper to keep track of the number of times you place that little stick against the wall, then if you have angel's wings, fly up to the ceiling and put the little stick on it! Oh, what a nice job it would be for a dealer, when a customer came in saying I have a room I want to paper, what will the paper cost me? if he were to adopt manufacturer's method to find the cost of the paper—especially if he followed the method given for the height of the wall and measured from the top of the base to the underside of the frieze his customer would certainly be a vexed one before that room was finished. I have been retailing wall paper for a great many years, and for over 80 per cent. of the paper sold, you have to figure out the quantity required for the different rooms, I very seldom make a mistake when the correct measurements are given and I have never used the little stick, in fact, I think I could find the amount required while the other fellow was looking for the little stick. Say a room is 15 x 15 feet, with a 9 ft. ceiling from floor to ceiling with two doors and two windows. Add together the four sides of the room, multiply by the height of the ceiling from floor to ceiling, if an 18-inch frieze is to be used, deduct one foot from height of ceiling, for each door deduct 20 feet, and for each window deduct 15 feet, and divide the remainder by 33, which gives you the number of rolls required for the walls. Multiply the length by the width of the ceiling and divide by 33, will give the quantity required for the ceiling.

I feel quite sure that this is a much easier and quicker way than Manufacturer's way, especially if there is furni-

ture in the room. Example: Room 15 x 15—60 multiplied by 9=540; deduct for the two doors and the two windows 70, gives 470, which divide by 33 and you have 15 rolls required for the wall. It is not quite 15, but 14 would not be enough. For the ceiling, multiply 15 x 15=225, divide by 33 gives you 7 rolls for the ceiling.

Yours truly,

W. J. Henry.



Lesson 20---Cardwriting Course

Course of Twenty Lessons, Comprising Edwards Short-cut System, Closes With One On Lower Case Script—Note the Accompanying Plate and the Three Cards Demonstrating Its Use.

By J. C. Edwards. Copyright, Canada, 1911.

Commencing with the plate it will be wise for the student to go over every letter and study it carefully, practicing every stroke until he becomes thoroughly acquainted with it.

In reviewing the previous lesson it will be noted that, in actual use the letters were almost always joined together as we were taught to do in our school or business college days. This is absolutely essential, and another point always to remember is—that every letter should be on the same slant, i.e., supposing that a line were drawn at an inclination of say 20 degrees, every letter should be so balanced as to have this same slant. Practice, of course, is necessary to acquire a uniform line of letters, each having the same slant, same proportions and no open spaces between the letters of a card.

Get Away From Conventionalities.

If Christopher Columbus had not thought that something lay beyond the vast expanse of water he never would have set out on the voyage that terminated in the discovery of America. So it is with everything else today. The idea of learning something new, of discovering something different, something out of the ordinary, leads to new inventions and promotes civilization. The card-writer who contents himself with learning the technical points of lettering, if he practices diligently, will be a maker of cards, not a cardwriter. He must break away from the old rut and drift into new channels of his own and add his own originality.

Script in Outline.

More care needs to be taken in writing outline script when it is to be filled in with a different shade than when it is filled in solid. The strokes must be made as uniform as possible.

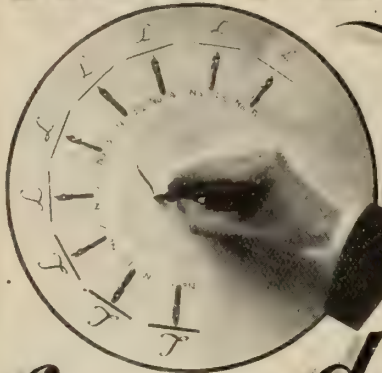
Arrange to make all use possible of display cards, either with or without prices, both in the window and in the store. Hundreds of times every business day in the year, a salesman is not able to give the prospective customer immediate attention and one of your little "Silent Salesmen" will save the day by holding the interest until proper attention can be given the store guest. Again, these display cards serve as direct communications from the head of the house and serve to make a good store policy clear to everyone. These cards can have a cordial, chatty tone and need never be ultra-dignified.

It's "Up to" the Display Cards.

Remember, no matter how good the merchandise may be, how well it is shown, how well it is presented by the selling staff, unless you use display cards of the right sort, your customers who do not actually need the merchandise will never feel a demand or know what to do with the goods which you have procured for their consumption.

Plate No 20~Brush Outline Script

~ Lower Case ~



a, a, a, a, a. b, b, b, b, b.
 c, c, c, c, c. d, d, d, d, d. e, e, e, e, e. f, f, f, f, f.
 g, g, g, g, g. h, h, h, h, h. i, i, i, i, i. j, j, j, j, j.
 k, k, k, k, k. l, l, l, l, l. m, m, m, m, m.
 n, n, n, n, n. o, o, o, o, o. p, p, p, p, p. q, q, q, q, q.
 r, r, r, r, r. s, s, s, s, s. t, t, t, t, t. u, u, u, u, u. v, v, v, v, v. w, w, w, w, w.
 x, x, x, x, x. y, y, y, y, y. z, z, z, z, z. 1 2 3 4 5 6 7 8 9 0 \$ ¢



Office Equipment

Office Furniture in Stationery Stores

Desks, Filing Cabinets, Office Chairs as Well as the Many Smaller Items of Business Equipment, Form Legitimate Part of the Stationer's Stock.

The tendency on the part of commercial stationers to handle office furniture, which has marked the endeavors of these dealers in the United States of late years, is spreading in this country as well. The Canadian stationery trade, however, have not been nearly so aggressive in this respect and consequently are still behind in the procession. They would do well to concentrate their attention upon this branch because it is rich in possibilities. There is another reason, perhaps even more important, and that is the entrance of furniture dealers into the general office equipment field in some towns in competition with the stationery merchants. This casts somewhat of a reflection upon the stationers as to their mercantiling capabilities. Why should it be possible for a furniture dealer to seriously assail the dominance of the retail stationer when it comes to selling filing devices and other office supplies?

The fact that in a few instances this condition has manifested itself is sufficient to justify a severe criticism of Canada's stationers in this connection and they would do well to closely investigate what their brother stationers have accomplished in the United States. The commercial stationers were the aggressors there and the spoils of the war were not items classed as office supplies but office furniture—desks, filing cabinets and office chairs. What has been said indicates that the boot is on the other foot in the Dominion, but there is still time to regain the lost ground and if the stationers of Canada go into the fight with the same grit and determination that crowned with success the efforts of men in the same trade across the international boundary, they can confidently depend upon the fullest measure of co-operation on the part of manufacturers.

The trend of the times is emphatically marked by the change of attitude toward the office appliance field in general on the part of the most conservative of wholesale stationery houses, in whose programmes these lines now receive the most careful attention, to the extent of being placed in the direct care of experts.

Some valuable advice in connection with the handling of office furniture in stationery stores was given in an article appearing in *Office Appliances*, from which a few excerpts follow:

The presence of office furniture as a part of the modern stationer's stock is not the taking on of a side-line, but it is a recognition of the fact that office furniture is as logical a part of the business as pens and pencils, and that, while it is bulky and demands more room than the smaller staples, sales are readily made and with no greater effort and time than the sale of an order for printing or for an equipment of loose leaf books. And sales of office furniture once accomplished bring good profits and perhaps more than other sales, do they give assurance that

the customer will return to the same store for other necessary equipment and supplies. As a matter of fact, the alert manager of an office furniture department will have performed but a part of his duty if he sells office furniture alone, for every order, be it what it may in the office furniture line, brings up in the mind a host of suggestions as to what the customer must have to equip the desks, the filing cabinets, the card indexes, he has just purchased. When one buys office furniture he either will or he will not be satisfied with his purchase. He may buy the so-called staples and use them up without much thought of what he is using or where he got them; but if he buys an inadequate desk or an unsatisfactory filing cabinet whose drawers bind and refuse to work, or if the outfit sold to him refuses to adapt itself to his needs through the haste of the salesman to get a liberal order out of him, then his dissatisfaction is with him every day as an irritation which warns him not to return again to the same store for anything however trivial.

On the other hand, if what he has purchased in use gives satisfaction and reflects quality from every polished surface—if it adds to the comfort of his surroundings and the smooth working of his affairs, and if the goods are right and give enduring service, then has the merchant who sold him the goods gained a customer who will stay with him as with a man whom he knows gives dollar value for every dollar spent. In your town and in ours there is always some store whose prices may be a little higher on the average than those of other stores in the same line, but which nevertheless gets the business because its goods bring satisfaction to the buyers of them. It has, in short, the precious reputation of giving 100 cents worth of value on the dollar.

Salesman Must Know Their Lines.

Running an office furniture department is not a sine-cure. Men have spent a good part of a generation in learning how to make office furniture that will answer the requirements of their customers. Making good office furniture is a matter of infinite detail. It approaches a science and assuredly is one of the fine arts. It demands more than craftsmanship, for it calls upon knowledge of business in all its practical ramifications and says to the maker: "Build me so that I shall meet the expanding needs of that corporation with its thousands of letters and accounts, with its rich customers and its myriad obligations. Build me so that I shall fulfill those needs silently and smoothly and sufficiently—build me so well that I shall be unobstructive in my service by the very efficiency of my performance, yet in so building me do not forget those simple lines of harmony and that pleasing moderation of finish without which I am an offence to the beholder."

Each practical bit of office furniture is the erection of a dream in the mind of the maker. The originator has sketched it to meet a need. The designer has worked upon it to turn out the finished sketch. The cabinet maker has turned out a model. The creator has suggested and re-suggested. Finished models are made and approved. The shop foremen have their final specifications, patterns and measurements, and the work begins of building the desk or the chair or the cabinet to meet a need conceived by the originator of the piece.

(Continued on page 64)

New Goods Described and Illustrated

Paragraphs of Interest and Value Concerning Recent Introductions, Designed to be of Practical Benefit to the Retail Stationery and Kindred Trades.

A New Coin Stacker.

A new coin counting device suitable for banks, trust companies, concerns where wages are paid in cash, street car companies, theatres, moving picture houses, retail stores, etc., is called the Abbott Coin Stacker. Coins of varying denominations are placed on the counter or table, are touched only with the tip of the fingers and counted with great rapidity into the wide mouth of the stacker. The coins stack automatically as they fall into the stacker and are immediately ready for packaging, thus saving all the time usually spent in "juggling" the coins to align them.

From the stacker the coins are poured directly into the Abbott Tubular Coin Wrapper, the ends of the wrapper are crimped over by the thumb of one's hand, and then you have the coin neatly and durably wrapped in a handy little package, which in appearance, convenience and neatness would be a credit to any bank passing it over its counter.



Miniature plum pudding and hamper. Shown by the Copp, Clark Co.

New Display Box for Photo Chemicals.

The Defender Photo Supply Co., of Rochester, have marketed a new display box containing their line of "photo-pure" chemicals—developer, sepia re-developer, intensifier and reducer in glass tubes, forty-eight of each of the former two, and twenty-four of each of the latter. The box makes a good appearance for counter display. These "silent salesmen" frequently remind customers of needs they would otherwise overlook.

* * *

Machine for Eyeletting.

A new device for fastening papers together by means of an eyelet is the Premo Automatic Eyelet Machine. It is small, neat in appearance, and strongly built. Twenty-five eyelets on a small wire are placed in the centre of the wooden handle and are automatically fed to the jaws of

the machine, need no handling and are always ready. The papers requiring to be fastened are slipped into the machine, the one strikes a quick blow on the handle and the eyelet is made fast to stay fast.

* * *

Notepaper Novelties.

New ideas in the 1913 samples of the Eaton Crane Pike Company, include papeteries made up in different qualities of stock, having half a quire silver-edged cards and paper, with envelopes to match. A new "man's box" of notepaper and envelopes has a hundred sheets of paper of letter size with envelopes about the same size as a No. 9 official envelope. Another similar box has smaller sheets, accompanied by envelopes of the regular No. 8 commercial size. Crane's Raveledge, a paper of hand-made style made of paper running 70 lbs. to the ream flat, is a new production that will retail at 50c. a quire. These are among the notable features of what J. Bevan Hay is now showing the trade in Western Canada on his trip through to the Coast.

A new production suitable both for store use and as a marketable item is a self-winding automatic line, lending itself to many practical uses. It may be used in the store for suspending periodicals, sheet music, pictures, calendars and other items that will readily suggest themselves. Similarly it can be used for displaying merchandise sold by other merchants or in the home as a clothes line, in a draughtsman's office for hanging up drawings, and for films in the photographic developing room. It is being made in Canada by the Pollock Manufacturing Co., of Berlin, Ont.

A new carbon paper with white edges has been introduced to the Canadian trade by The A. S. Hustwitt Company. The white edge not only precludes soiling of the fringes when being inserted in the typewriter but prevents soiling of the letter sheets from the little rollers holding the sheets in place, as they rest on the white edges. The same firm has just sent out advertising matter regarding the Boston Pencil Pointer, which they have recently introduced in this country. This machine by reason of having fifty-seven inches of cutting edge makes it unnecessary to even sharpen the blades. The makers assert that it cannot break the lead. The transparent receptacle holds dust and shavings.

* * *

New Goods for Holiday Trade.

The annual import exhibition of fancy goods and European novelties at the warehouse of Warwick Bros. and Rutter is now in full swing and a representative of Bookseller and Stationer in visiting the show observed many new items of special interest to stationers, notably a variety of attractive little items coming under the general heading of memo pads. These articles all come in leather covers of different hues each being lettered in gold. There are cooking recipe books, with blank pages for writing down new recipes, and with notched pages showing different classifications such as meat dishes, salads, desserts, etc. Other titles include: "My Lady's Shopping Book," "What to do To-day," "Daily Reminder," "My Trips Abroad," "Motor Trips," "Theatre Parties," "Reminiscence," and others, including general memo books similarly gotten up.

Another novelty item which has had a good reception is "The Mono Purse," a little triangular-shaped coin holder made of one piece of leather with openings on

**THE FIRST SUCCESSFUL SELF-FILLING
FOUNTAIN PEN
ALWAYS THE LEADER—WITHOUT A PEER**

*The Pen with the Magic
Button*

"A.A." PEN PERFECTION

The "A.A." Self-filling fountain pen, for which there is no substitute, gives universal satisfaction.

Every bookseller and stationer handling our self-filler appreciates its exclusive selling features. There is no joint to stick, break or leak, the reservoir is guaranteed for two years, and our gold pens are furnished in such a wide variety of styles and sizes that you can suit your most fastidious customer. This pen has long since passed the experimental stage and has been perfected to such a point that we can absolutely guarantee satisfaction.

"A.A." PEN PERFECTION

is a standard of perfection maintained in ALL our pens.

Every part entering into the construction of the barrel of the pen and the gold pen point is made in our shop under the most modern methods, by experienced workmen, with the most up-to-date equipment and from the best material obtainable.

The "A.A." Clip excels by far any fountain pen clip yet produced. Made in one piece of German Silver, Sterling Silver, Gold Filled and Solid 14 kt. Gold. It holds perfectly firm and can be attached almost instantly.

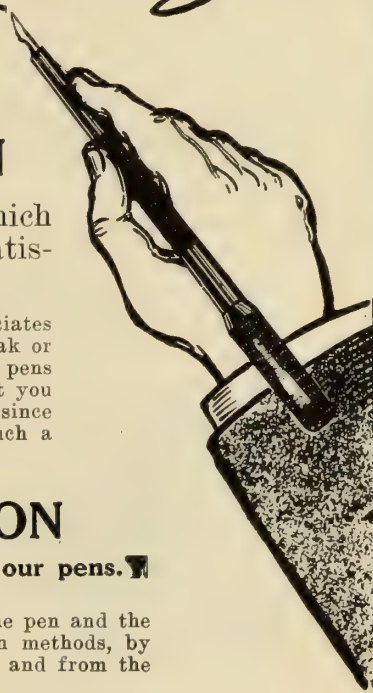
With your initial order for one dozen clips, we will send you gratis, tools for attaching the "A.A." Clip to any cap. For new 1913 catalogue and trade discounts, write your local jobber or

ARTHUR A. WATERMAN & COMPANY

22 THAMES ST., NEW YORK

NOT CONNECTED WITH THE L. J. E. WATERMAN CO.

If it isn't an "A.A." it isn't a "MODERN."



both sides when folded. Displayed on a card it attracts attention readily and its popular price together with other good features is calculated to make it a quick selling article.

There is an extensive showing of new handbags and purses for ladies and a pleasing feature is the general neatness of design and the moderation in size of the leather handbags, a development which has doubtless been encouraged by the popularity of the dainty little mesh handbags. Of the latter class there is a big showing in silver, gold and gun metal. It is notable also that there is included quite a showing of bags made of different varieties of cloth.

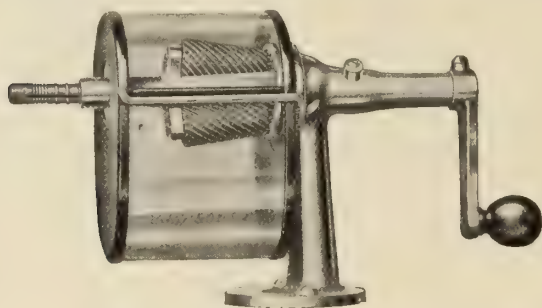
Another attractive item is a package of sealing wax arranged in a fan-like display eminently suitable for window or counter use.

Among the almost endless varieties of photo frames shown this year are several different numbers, all white, with floral silver trimmings of original treatment.

Leading on to the various articles included in the show it would be folly to attempt to amply describe in type the extent of numerous classes of holiday merchandise covered in this exhibition. There is ample scope both in variety and prices, to fill the requirements of the largest of retail establishments and another satisfactory feature of this is that it practically guarantees that there will be no extensive overlapping considering the purchases of different buyers from one town and provides plenty of opportunity for the expression of individuality in the selections of goods by the different buyers.

The Boston Pencil Pointer.

By utilizing hardened twin steel milling cutters instead of knives, seven inches of cutting edge is obtained for



the Boston Pencil Pointer. The transparent receptacle catches all shavings and can be readily removed and emptied. The makers claim that it never breaks the lead.

New White Chalk Crayons.

Realizing that it would facilitate ordering, and to meet a growing demand from the trade, the Binney & Smith Co., New York, is now offering a line of white chalk crayons, including carpenter's chalk, lecturers' and railroad crayons. It is supplied not only in white and enamel, but also in colors.

Effective new pencil and penholder assortments put out by the Eagle Pencil Co., have mirror backs, the reflection adding much to the effectiveness of the display.

New Cord Cutter.

Grab's Cord Cutter, illustrated herewith, is intended to be screwed to the table, counter or bench, where it is always ready for use. Just one slight pull across the blade and the toughest twine or cord is cut cleanly and easily. The cutter is 3 3/4 inches high, is heavily nickled and has a blade of finest tempered steel. A rope cutter,

which stands 10 inches high, is constructed on the same principle.

An ingenious arrangement in the Weeks-Numan Company's Royal Inkstand is the new patent top, the function



of which is to prevent the ink spurting out when anything happens to drop on top of the stand, a condition that was always possible with the former style.

Another Stamp Affixer.

The Meriden quick stamper has just been introduced by the A. S. Hustwitt Co., of Toronto, representing the Meriden Manufacturing Co., of Lincoln, Neb. The makers claim that this enterprise device is thoroughly effective. The rolls of stamps as supplied by the Post Office fit right



into the machine which is made of brass, handsomely nickled.

Tatum's New Items.

Section No. 1 of the new loose leaf catalogue of the Samuel C. Tatum Company, Cincinnati, has been received and Section No. 2 will be completed immediately. When finished, both sections will be combined into one general catalogue. The general appearance of the book, the excellent illustrations and the typographical arrangement is of a high order. Many new items are shown including two binders, the "Elsinore" and the "Daisy," and the "Mascot," "Monmouth" and "Taco" Ledgers.

Stenciling is the new fad and the Tower concern, of New York, has introduced outfits to retail at 50c and \$1. The same firm is in the "Swat the Fly" campaign for 1913, with swatters retailing at five cents.

The Columbus is a new pencil just marketed by the A. W. Faber Co., coming in five degrees and packed in boxes, each containing a dozen boxes. The pencil is highly polished in yellow, imprinted in real gold, with brass ferrule and bright red rubber tip. The new pencil is a five-cent retail item.

PAPER NAPKINS A BOON TO HOUSEWIVES.

Paper napkins are a boon to housewives. They are invaluable in putting up the school lunches. When the wash is late they may be quite correctly substituted for informal home lunch or light refreshment. They prove just the right article for church suppers and public spreads, and save the women much worry and work in keeping account of linen napkins that must be laundered "just so" to appear in public.

They are beginning to be much used for breakfast to save the linen napery from fruit stains, and both they and the paper tablecloths are in demand for children's parties. The napkins are made in three sizes, in plain white and with a great variety of decoration in colors, and they can be bought at retail at from 10 to 50 cents a hundred, according to size and quality, and according, also, to the place where they are purchased.

This is Our Idea About the Name "Standard"

You dealers who have noticed that certain items in our lines always bear the name "Standard" instead of some other separate name, should also know the reason.

There is a *good* reason. Every "Standard" item is the leader in its class as to greatest demand and biggest average sales.

To make it clear just notice these Loose Leaf items:

STANDARD Ledger Binders
STANDARD Complete Ledgers
STANDARD Transfers
STANDARD Stock Ledger Sheets
STANDARD Stock Ledger Indexes
STANDARD Sheet Holders
STANDARD Aluminum Clips

STANDARD Prong Binders
STANDARD Record Books
STANDARD Adjustable Punches
STANDARD Memo Books
STANDARD Price Books and Sheets
STANDARD Ring Books

Other items in our lines may retail for more money—or less.

But every item with the name "Standard" is a *real* standard in its class. Each gives the greatest possible value for the money as against any competitive article.

Each will please your customer and bring him back for more.

And each carries a standard of *profit* that will help you establish a standard of *prosperity*.

**SIGN
OF
QUALITY**



As the Karat mark on gold proclaims its value, so the "Standard" sign in the dealer's store marks the quality of his stock.

Do you display a Standard sign? If you are a Standard dealer and "have not displayed your ensign to the public gaze," write for this *new embossed metal sign*—and do so at once.

It not only "Standardizes" your goods but SUGGESTS SALES if put up in a conspicuous place in your store. It's a good-looking sign, too—you'll be proud of it.

Boorum & Pease Loose Leaf Book Co.

MAKERS OF

"STANDARD" and "S&T" LOOSE LEAF DEVICES

MAIN OFFICE

109-111 Leonard St.
New York

FACTORIES

Brooklyn, N. Y.
St. Louis, Mo.

SALESROOMS:

109-111 Leonard St.,
New York

Republic Bldg.,
Chicago, Ill.

220 Devonshire St.,
Boston, Mass.

4000 Laclede Ave.,
St. Louis, Mo.

The best offer in blank books is a Frey patent flat opening book, bound in sheep ends and bands with Byron Weston's Paper.

CATALOGUES RECEIVED.

"Stationery Illustrated," is the title under which Warwick Bros. & Rutter have just put out a new catalogue which is remarkable for the amount of matter, together with hundreds of illustrations, effectively set forth in 84 pages completely covering the field generally considered under the term of stationery. Typographically, the catalogue is most artistically conceived, the pages being arranged in two columns with panels in buff colored ink, effectively showing up the type matter and illustrations done in black and red.

There are inserts giving actual samples of colored tissue papers, plain and creped, and a practical feature is the fad of order forms attached to, and folding inside, the back cover.

In connection with a page reproducing a model window trim of correspondence paper, with reference to the window as "The Eye of Your Store," some good advice is given, emphasizing the importance of show window publicity.

The new catalogue and its success is due in large measure to Mr. Rutter who put a great deal of effort toward making it what it is and the reception which the book has had at the hands of the trade has been a source of special gratification to him. Reply cards were sent out for acknowledgements and remarks. Over sixty per cent. of the dealers responded and these cards, in the various complimentary references they bear, constitute eloquent testimony to the value set by the stationer upon this undertaking.

A twenty-four page illustrated catalogue of calendars, date cases, pocket books, diaries, blotters, telephone directory covers and various other novelties, comes from D. Harper & Co., 258-262 Holloway Rd., London, England. The goods are all their own manufacture. Among the items specially featured are purse or vest pocket calendars which are designed for high-class traders for presentation to their customers, hotel proprietors to guests, etc.

Musson's calendars for 1914 include one that is expected to make a strong appeal for household use—combining an artistic appearance with a "practical" calendar pad, that is one bearing large numerals easily discernible across any ordinary sized room.

POSTCARD TRADE OUTLOOK.

(Continued from page 43).

There were literally hundreds of them who sprang up simply because they could buy post cards on every hand without money and without price, oftentimes at very much less than it cost to produce them, and sell them at any old price that they could get for them. In many instances the producers were so anxious to get rid of their overproduction that they did not consult credits duly, or even ask for references, and many of the cards thus disposed of were never paid for.

Among Menzies & Co.'s new cards there are novelty introductions for the coming season, including cards with imitation flower reproductions, which by their variety and natural appearance constitute a series that is distinctly different, designed to appeal to the very extensive demand for the more showy variety of cards, such as has heretofore been dominated by the gaudy creations of celluloid, genuine and "imitation." That they are not expected to completely supplant the latter "old standby" varieties is demonstrated by the immense range of productions of that class included in the new samples shown by this house.

OFFICE FURNITURE IN STATIONERY STORES.

(Continued from page 59).

Not all salesmen can be factory-trained, but all can learn all about the furniture they sell if they will. And no man who understands his furniture as thoroughly as he ought will attempt to sell a customer in ignorance of the customer's requirements. Better far to send him elsewhere than to sell him that which will come up to offend him later for its shoddy construction or its insufficiency. And the salesman who knows his business will not only sell the customer goods that will meet his requirements as he wants them met, he will sell him the things that go with the furniture—the folders, the guides, the desk accessories—and he will sell these things as intelligently as he sells the furniture—sell them to meet the requirements so well that the customer will come back for more and buy of other departments as well, and tie himself to the store by the strong rope of confidence woven by the first real, live, level-headed salesman who rightly served his needs.

THE RUSH ERASER.

The Rush Eraser is one of a series of inventions by J. K. Rush, among the others being a steam carpet cleaner in wide use, which he brought out when still in his teens. In 1896, he invented an automatic wood rim drilling machine, later an acetylene generator, also electric gas burners, known as Rush lighters; an alarm signal switch and other appliances in general use in the gas industry. The Rush eraser he calls his baby and he is quite proud of it.



J. K. RUSH, OF SYRACUSE.

President of the J. K. Rush Co., and general manager of the Rush Eraser Co., of that city.

The body is made of solid aluminum, beautifully finished. It has a thumb screw on one end which regulates a diamond fibre brush in a nozzle at the other end of the barrel, and the brush is regulated in and out with the thumb screw on the opposite end. The nozzle or erasing surface is wide one way and narrow the other, so that it is possible to pick a letter from a word or a figure from a column.

No card or sign writer can hope to obtain all the work through quality alone. There are other things to be considered.

STRENGTH -- ADAPTABILITY -- DURABILITY

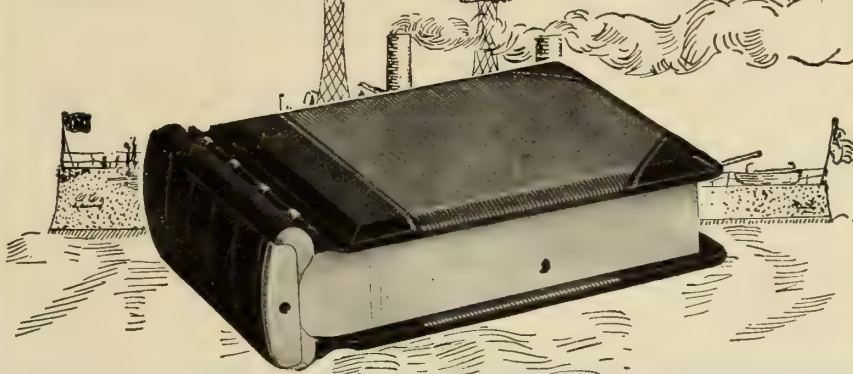
are exemplified in the highest degree in

THE P. & M. STEEL LEDGER

Stronger at a maximum expansion of 135% than any competitive device at a maximum of 100%.

You should see the way we **ANCHOR POSTS** and you will know this is true.

NOT "BUILT LIKE A WATCH"
"BUILT LIKE A BATTLESHIP"



Few movable parts, and these few mechanically correct in principle.

Embodying all the modern ideas in ledger construction, including flat opening covers.

THIS DEVICE and the new **Silver Cap Sectional Post Binder** belong to the "Superdreadnought" class which Canadian Stationers are so generally adopting. Have you Bound Goods Catalog No. 11 and Metal Catalog No. 12?

THE PLEW & MOTTER CO., Munroe and Centre Ave., **CHICAGO, U.S.A.**

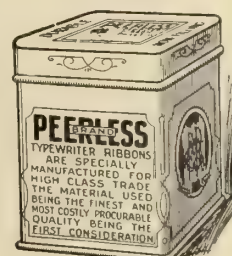
A QUALITY TALK

The best of materials combined with expert workmanship enter into the manufacture of **PEERLESS** typewriter ribbons and carbon papers.

These **PEERLESS** products by reason of their outstanding superiority have won their way to the top throughout Canada and it is a significant fact that an immense export trade has been worked up with them in competition with the leading manufacturers of America and Europe.

Hundreds of Canada's stationers are successfully competing for trade in ribbons and carbons by concentrating on the **PEERLESS** line. **PEERLESS** carbon papers are non-drying and non-smutting, **PEERLESS** ribbons are non-filling and non-drying. They give clear-cut impressions and not the least satisfactory feature is their long life.

When you sell **PEERLESS** carbons and ribbons you sell satisfaction, and the natural result is that the people who use them will want them again accepting no substitutes. Thus, the dealer builds up a permanent trade with **PEERLESS** carbons and ribbons.



PEERLESS CARBON AND RIBBON MFG. CO., LIMITED

176 Richmond Street West, Toronto, Canada

If you are not a **PEERLESS** dealer, write us to-day for samples and agency proposition.

In the Music Department

Trade News and Notes About Recently Issued Sheet Music—List of Copyrights Entered at Ottawa.

"The Soldiers of Our Empire" is a new publication with words by Cecil E. Selwyn and music by Arthur A. Penn. It has been copyrighted by Cecil E. Selwyn, of Winnipeg.

Whaley, Royce & Company recently published "First Eastern Work," words and music by John Adamson. The same firm has published a French version of "Silver Threads Among the Gold."

Katherine Nina Merritt has copyrighted "Hail to the Men of a Hundred Years Ago," marking the centenary of War of 1812, she having written both words and music. Miss Merritt is a United Empire Loyalist.

"The Palms," syncopated waltzes, is among the recent publications of Whaley, Royce & Company.

Among the recent music published by the Anglo-Music Publishers' Association, whose Toronto branch is in charge of Mr. John Hanna, is "A Song of the Empire," with words and music by Frederick Sims, and dedicated to the Rt. Hon. R. L. Borden.

Other good numbers put on the market here by this firm, include two baritone songs, suitable for the concert or banquet hall, "The Jolly Bachelor," by Joscelyn Noel, and "The Maid for Me," by Ernest Newton; "Eily of the West," by Herbert Oliver; "Opportunity," by Harold Chevalier; "Poppies," from a series of little encore songs and three sacred songs—one a new setting of "Sun of My Soul," by Percy Godfrey; "I Heard the Voice of Jesus Say," by Newrick, and "Life's Garden," by Seymour Ellis.

S. May, formerly an employee in the Weyburn Music Store, Weyburn, Sask., is now a partner and the firm name is Brown and May.

John E. Maloney, music and fancy goods dealer, at Perth, has moved into the premises formerly occupied by the Merchant's Bank in the Allan Block.

RECENTLY COPYRIGHTED MUSIC.

"In My Harem." Words and Music by Irving Berlin.

"La Belle Parisienne." Words by Wm. Le Baron. Music by Robert Hood Bowers.

"Won't You Love Me." Words by Wm. Le Baron. Music by Robert Hood Bowers.

"The Picture of Real Life." (From "Countess Coquette.") Words by Melville Alexander. Music by Anatol Friedland.

"The Parisian Flip." (From "Countess Coquette.") Words by Melville Alexander. Music by Anatol Friedland.

"I Certainly Was Going Some." Words and Music by Creamer and Vodery.

"Gee! But I Get Lonesome on a Rainy Day." Words by W. Ed. D. Morgan. Music by Carey Morgan.

"The Whip." March and Two-Step. By Abe Holzmenn.

"You're a Great Big Blue Eyed Baby." Words and Music by A. Seymour Brown.

"Down by the Old Garden Gate." Words by Wm. R. Clay; Music by Chas. L. Johnson.

"I'll Get You." Words by Will. D. Cobb. Music by Gus. Edwards.

"Apache." Intermezzo. By Violinsky & Mike Bernard.

"Moonlight Waltz." By E. B. Holmes.

"The What-Che-Ma-Call-Em." Words by Will D. Cobb. Music by Gus Edwards.

"Love in a Garden." Words and Music by Ralph H. Goss.

"Tantalizing Tingles." (March). By Violinsky and Mike Bernard.

"Poppy-Land." Words by Henry S. Creamer. Music by Will H. Vodery.

"The Ragtime Express." Words by Harold Atteridge. Music by Jean Schwartz.

"Give Me the Hudson Shore." Words by Harold Atteridge. Music by Al. Jolson.

"That Gal of Mine." Words by Harold Atteridge. Music by Jean Schwartz.

"After Bathing." Intermezzo Gavotte. By A. Ferrara.

"That Raggy Rag-Time Band." Words by Wm. H. Burton. Music by John M. Tait.

"Our Little Cabaret Up Home." Words by Grant Clarke. Music by Jean Schwartz.

"In November or December I Will Marry You." Words by Joe Young. Music by Conrad & Gumble.

"I'll be Satisfied with Kisses from You." Words and Music by Jack Smith and Moe Kraus.

"My Lady of Dreams." Lyric By Will Arthur. Melody by Wm. E. Slafer.

"Snookey Ookums." Words and Music by Irving Berlin.

"My Sweet Italian Man." Words and Music by Irving Berlin.

"Some one's Waiting Down in Tennessee." Words by Cecil Mack. Music by James Reese Europe.

"All is Over When the Bells Begin to Ring." Words by Sam Ehrlich. Music by Albert Gumble.

"Tango Argentino." By A. Ferrara.

"Warbles at Eve." Polka Caprice. By Harry J. Lincoln.

"Old Hickory." March-Two-Step. By Harry J. Lincoln.

PRACTICAL PHOTOGRAPHIC POINTERS.

If quantity of hypo alum toning bath is reduced by evaporation, original bulk must be maintained by addition of fresh stock solution, only.

Many enquiries are made regarding the best kind of tank to use, while others have gone ahead and utilized various metal vessels which proved unsatisfactory. For instance, a lead-lined sink is fatal. Do not use lead in any form where it will be attacked by the hypo alum solution. A plain rimmed steel-enameled sink (without waste-pipe hole) makes an ideal hypo alum sink, and may be ordered through any plumber. A wooden rack, weighted at each end by a narrow strip of plate glass, should be placed in the bottom of the sink.

A writer in Portrait gives a formula for photo paste. He says:—"A number of times I have been asked for a good formula for photo paste, and no doubt many readers would be glad to learn of one that is efficient and has stood the test of time. Here it is.

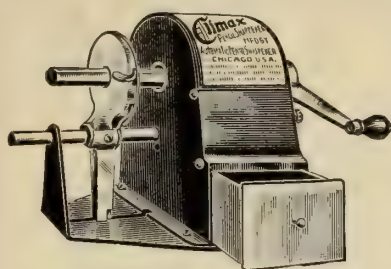
Dextrine (white) 1 lb.

Water 2 qts.

Oil of Cinnamon ½ oz.

The water should be quite warm and add the dextrine slowly to avoid lumps. Stir the solution all the time. Then add the oil of cinnamon and strain through clean cheesecloth and allow to cool. Should the paste be too stiff it can be made thinner by the addition of warm water."

THE IMPROVED CLIMAX PENCIL SHARPENER



Adjustable to pencils of any thickness. Grips the pencil and moves it along while being sharpened. There is no possibility of breaking the point, no springs or interior mechanism to get out of order. Thoroughly efficient.

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We are sole representatives in Canada of the leading English music publishers and carry a very complete stock of standard publications for educational and general use.

NEW SONGS, PIANO MUSIC, VIOLIN and ORGAN MUSIC, ANTHEMS and CHORUSES in great variety. Liberal discounts to the trade.

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144 Victoria Street

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Manufacturers Exclusively of High Grade Binder's Boards

One Class Only and That the Highest Quality

The Durable
Kind



Offer
your
particular
trade better
Guide Cards.
Fewer of them.

Celluloid Tipped Guides

will outwear six or more sets of ordinary un-reinforced guides. Your customer dispenses with the annoyance of constantly replacing dog-eared sets. He will remember the store that solved the vexing little problem of giving his Card Index File the well kept appearance it should have. **Write for samples.**

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BROTHERS.

The Private Greeting Card Publishers

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Excellent quality. Fine printing.

Popular prices. Prompt deliveries.

Write for a 1913 Sample Book and full particulars.

DIE STAMPED NOVELTY CARDS.

Place your orders with us for die stamped Birthday, Congratulation, Sentimental, Hallowe'en, Thanksgiving, Christmas and New Year's Cards. This is an entirely new line, and quite unique.

HAND COLORED PLATINUMS by

Norman Edson. All Canadian subjects, "L'Habitant," "The Sugar Camp," "The Old Beggar," and various other good Canadian scenes and subjects. Finished in two sizes, 2 3/4 x 7 3/4, and 6 x 8. Prints mounted on white bristols. Write for prices and particulars.

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Best at all points

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They save
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No soiled fingers



Quality

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Write us to-day for
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Philadelphia

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"JULIAN SALE" FINE LEATHER GOODS

Our Travellers Are On The Way

showing the most complete line of "Julian Sale" goods we have ever had to offer—bigger lines—more lines—more novelty—more quality, and greater values—and if you are looking for the best trade the "Julian Sale" lines are the lines in leather goods and

other novelties you must sort up with to give your customers choice from the best in the world. Likely this has been your experience, and the hint is all you'll need in asking you to **wait for our traveller.**

Write for our Complete Catalogue.

The
Julian Sale Leather Goods Co.
Limited
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GENUINE PHOTO POST CARDS TO RETAIL AT TWO FOR FIVE CENTS

FIVE VIEWS TO EACH THOUSAND CARDS gives you an advantage over the inferior post-cards—allowing you to offer a much greater variety and make many more sales at a better profit.

NO CULLS—EVERY CARD SALEABLE—THE IDEAL LOCAL VIEW CARD, clear and brilliant. Delivery in two weeks from receipt of photographs or negatives. We are selling to dealers in the West and all parts of Canada. YOU should stock this fast selling line of post cards.

Write To-day For Samples
THE PHOTO SPECIALTY CO.
Streetsville, - - - Ontario

THE CATALOGUE OF THE DAY

JUST RECEIVED
FROM
THE PRINTER

Pause for a moment and consider an

**800 PAGE
ILLUSTRATED BOOK**

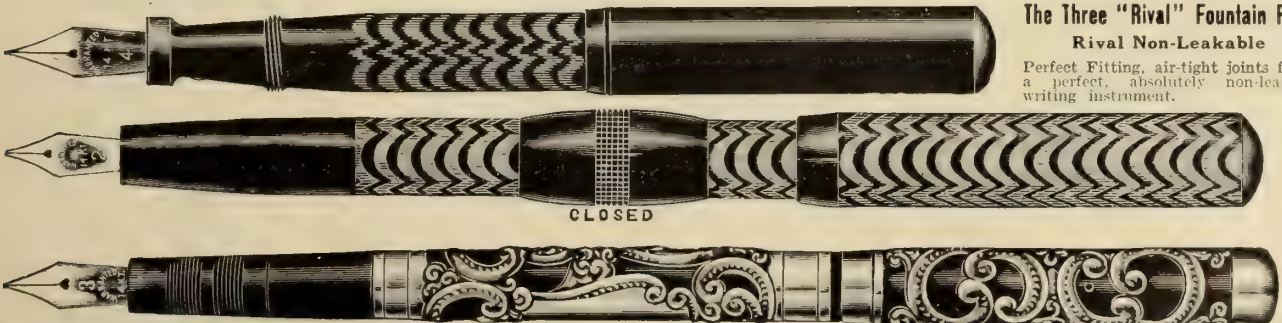
at your command for the asking.

The great benefit it has given to others it certainly can give to you.

ONE PRICE ONLY TO ALL, AND THIS
IS STRICTLY WHOLESALE.

The Oskamp-Nolting Company

26-30 Seventh Ave. -:- -:- Cincinnati, O.



The Three "Rival" Fountain Pens
Rival Non-Leakable

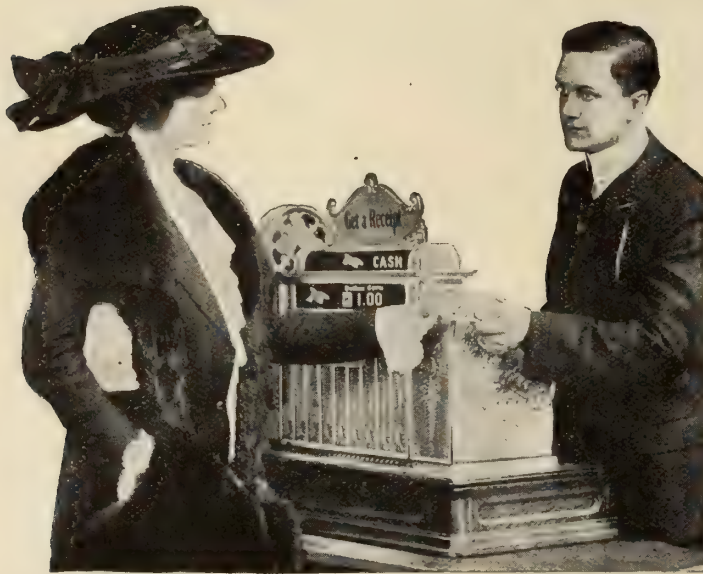
Perfect Fitting, air-tight joints form a perfect, absolutely non-leaking writing instrument.

NEW RIVAL SELF-FILLER Pen is filled by simply turning the collar in center of barrel to opening. Press hard rubber bar, release and pen is filled. No metal parts to corrode or to rot rubber sack. Has all the good reliable features to be found in any of our pens, plus the special advantage just mentioned. Made in three sizes: No. 22, No. 23, No. 24. Plain Chased and Gold Mounted. RIVAL No. 3 with Gold or Sterling Silver Filigree Mounting for Holiday and Fine Trade.

Catalog illustrating our full line and giving Prices and Discounts will be sent to Dealers on Request. WE GUARANTEE EVERY PEN.

D. W. BEAUMEL & CO., Inc. Office and Factory, 35 Ann St., NEW YORK

The Merchant Gets His Money

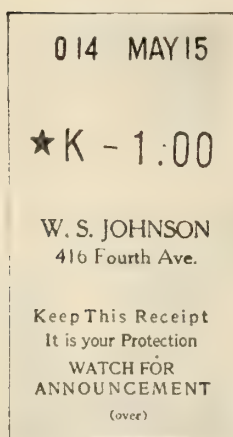


When the Customer Gets a Receipt.

The "Get a Receipt" plan compels the giving of a correctly printed receipt to the customer, which means that there are corresponding and unchangeable records inside the register for the merchant and the clerk.

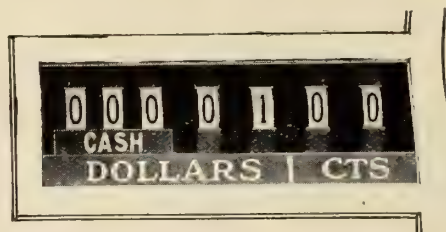
The customer's printed receipt, the clerk's receipt on the sales-strip, and the merchant's receipt on the adding wheels, are all made by the same operation of the register and therefore must be the same.

The Customer's Receipt



This receipt, which goes to the customer, is printed by the register.

The Merchant's Receipt

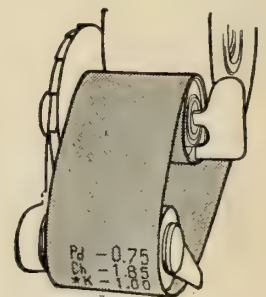


These are the adding wheels which must show the same record as the receipt. They are the merchant's receipt for a correct unchangeable record.

National Cash Registers range in price from \$30 to \$900.

Write for complete information about the "Get a Receipt" plan.

The Clerk's Receipt



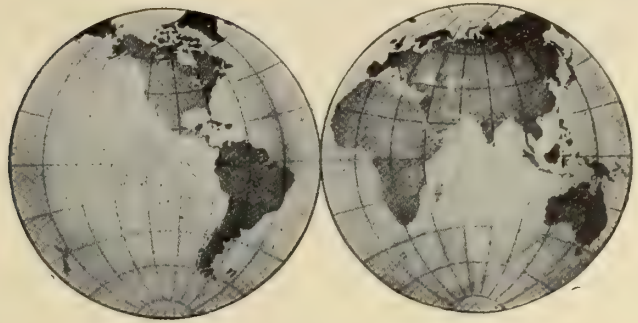
The sales-strip, which must show the same record as the customer's receipt and the adding wheels, is the clerk's receipt for having handled the transaction correctly.

The National Cash Register Company

285 Yonge Street, Toronto

Canadian Factory, Toronto

SOLD
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**ALWAYS
RELIABLE**

WORLD Blotting is the standard of quality everywhere. Highly absorptive, excellent in durability and perfect in colors. We manufacture exclusively absorptive papers for all purposes. Our most popular qualities are

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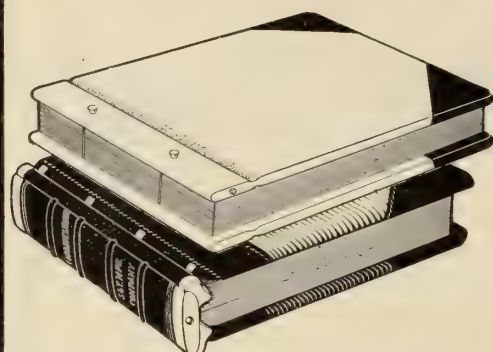
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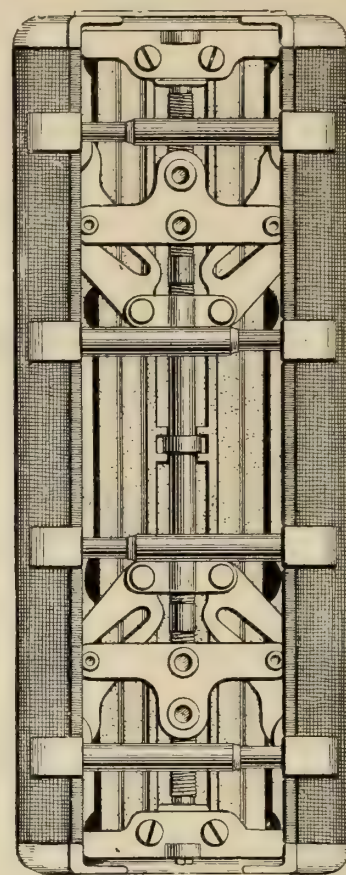
METALS ARE MECHANICALLY CORRECT
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**BRITISH LOOSE LEAF
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For Social Play.

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CONGRESS

Playing Cards

Gold Edges.

Air-Cushion Finish.

Club Indexes—Ideal For Bridge.



Look for the name "CONGRESS" on every box.

CONGRESS cards are expertly made — the designs works of art. Each pack is wrapped, sealed and placed in a substantial telescope case—then packed in transparent lid 2-pack boxes — three to each half-dozen carton — the actual packs can be displayed without the telescope cases becoming soiled or worn.

For General Play.

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BICYCLE

Playing Cards

Ivory or Air-Cushion Finish.

Club Indexes—Easy on the Eyes.



Front of box.

Each year millions of players in all parts of the world use BICYCLE cards with their matchless qualities.

Not one cent do you pay for BICYCLE reputation — you pay but a popular price for the qualities which made that reputation—qualities which are kept up by special skill and exceptional facilities.

THE UNITED STATES PLAYING CARD COMPANY, Cincinnati, U. S. A.

48-50 Charlotte Street, Winnipeg That is Clark Bros. & Co.'s New Home

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In our large six-storey steel building WE HAVE SEPARATE SECTIONS FOR STATIONERY, FOR PRINTER'S SUPPLIES, FOR BOOKS, FOR SUNDRY GOODS. We have fine shipping rooms. We can carry a larger stock. IN SHORT, WE CAN GIVE YOU BETTER SERVICE THAN EVER.

Call at our new home the first time you are in Winnipeg. In the mean time, remember **we have everything a stationer needs.** If our travellers don't call at once write us.

If you have not received one of our fine new Catalogues advise us and we will mail one immediately.

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TOY PROFIT

There is good profit in a line of Toys—besides, it attracts the family trade and that is the kind that pays.

Successful toymen keep posted on trade happenings, new articles, new ideas of salesmanship and window dressing, where to buy stock, etc.

"PLAYTHINGS"

each month has all the news of the toy trade. Subscription price ONE DOLLAR a year postpaid.

Subscribe now and join those who are keeping up-to-date and in the swim.

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"Sports" Playing Cards

The Best
Value
in the
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One
of
Many
Varieties



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Leaders in
a second
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Special card for whist players, Colonial Whist

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CONSOLIDATED LITHOGRAPHING AND MANUFACTURING CO., LIMITED

Successors to The Union Card and Paper Company, Montreal

Yes, Just

The Best Line of Typewriter
Ribbons and Carbon Papers
in the World.

We
Fill
Every
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We
Suit
Every
Purpose.

The impressions from our Ribbons and
the copies from our Carbons are seen
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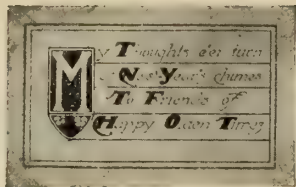
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CHICAGO, ILL., 205 W. Monroe Street

LONDON, 7 and 8 Dyers Building, Holborn, E.C.

AGENCIES in every part of the world—in every city of prominence

THE DRYSDALE CO., Inc.209 S. STATE ST.
CHICAGO456 4th AVE.
NEW YORK**Christmas Cards
and Folders**

We shall offer a dainty
line to retail a 5-10-15
and 25 cents.

The new lines will
mark a distinct advance over previous efforts.

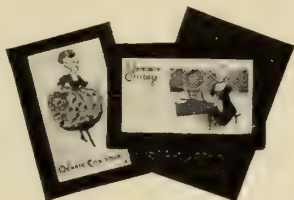
Calendars

30 series, ranging from ten cents retail up, boxed.

Post Cards

A very strong and attractive assortment in photo-
gravure, plain and hand colored, as well as some new
ideas.

The Canadian trade can
obtain supplies from the
Sutcliffe Company of
Toronto, or inquiries
direct to either our New
York or Chicago office
will receive attention.

**Just between
friends**

Writing paper is a matter of first import-
ance—first and last a personal matter.

The more people realize this, the more they
realize the importance of your store, and the
more they appreciate the personal touch that
you can give them with writing papers ex-
pressive of every personality and fitted to
every pocketbook.

Price no longer stands in the way of get-
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**HIGHLAND
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only one of the many writing papers made by

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PHILADELPHIA - 1024 Filbert Street
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Steel Pens****Pen Works, Birmingham, England**

The standard brand for uniform excellence
in quality of steel and workmanship.
Imported by the leading jobbers of station-
ery in Canada.

Samples to the trade on application to

THE SPENCERIAN PEN CO.
NEW YORK CITY, U. S.

IF YOU WANT SOME-
THING AND DON'T
KNOW WHERE TO GET
IT—WRITE US—WE'LL
TELL YOU.

BOOKSELLER AND STATIONER
Special Service Department

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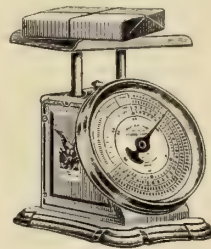
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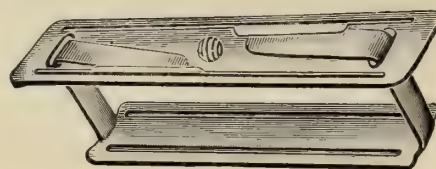


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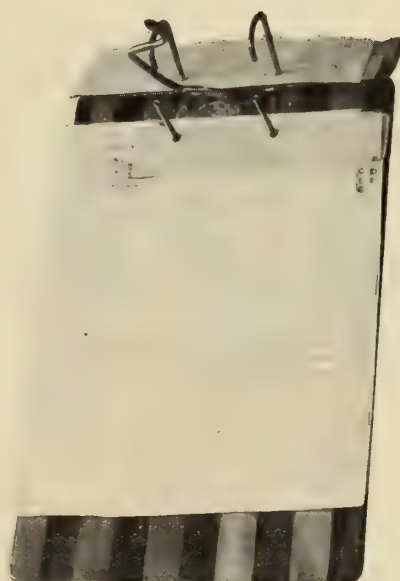
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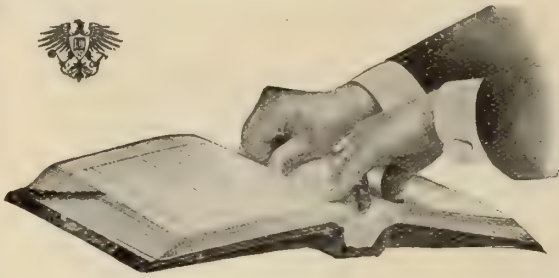
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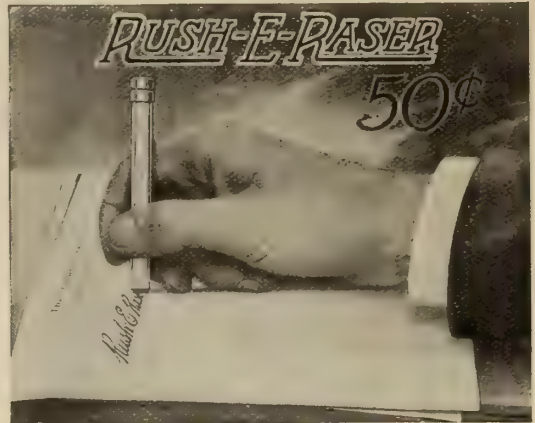
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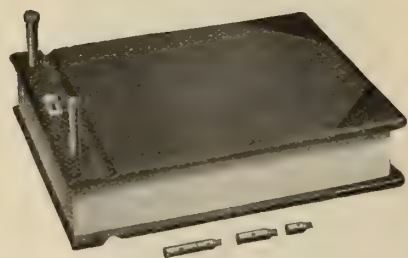
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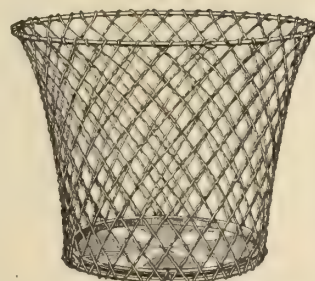
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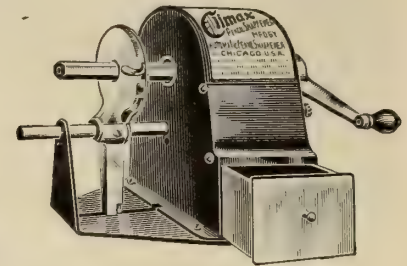
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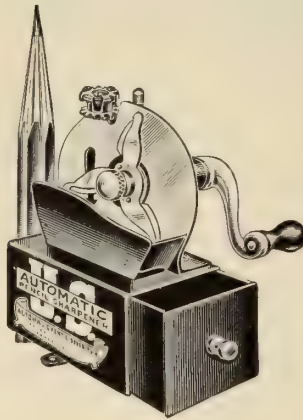
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Write, mentioning if you are dealer or travelling salesman. We make most liberal arrangement. We furnish this wonderful paper under your own labels if you desire. Full details on application.

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NEWTON-ROTHERICK MFG. CO.
Dept. J, 42 S. Clinton Street, Chicago, Ill., U.S.A.



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If you're busy just hand the coupon to your stenographer and let her write on your business letter-head for the liberal Free Trial Package. If Bull Frog does what I claim for it you and I both gain, and I know it will. Mail the coupon to-day.

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I ☐ Color of carbon wanted.

☐ YES ☐ NO I would like the agency for Bull Frog in my city.

Name

Address

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Get our 1913 Catalogue, recently issued,
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A DEALER from Montreal who received one of our new catalogues, came walking in our store the other day and spoke to one of our executives:

"Do you know since stocking your line (and this is without flattery) I have had more profits, larger sales and the most extensive patronage I have ever enjoyed? The **TEMCO** Pencil seems to be the fastest selling commodity I have ever carried."

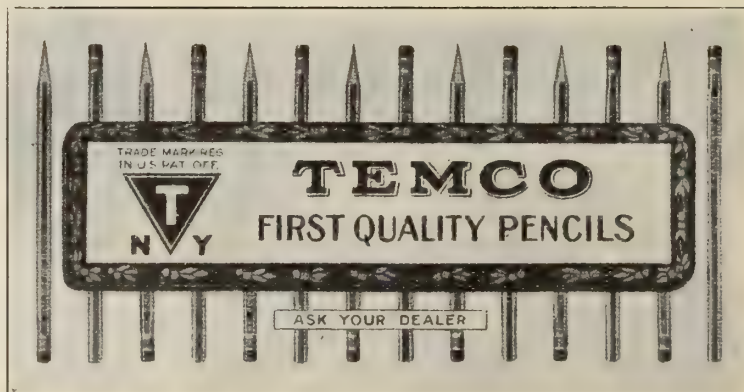
And so it goes all along. Our orders from CANADA are increasing almost phenomenally.

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FOR QUICK RESULTS, ORDER

The Most
Superior
High-Grade
Pencil

Finished
in a
Beautiful
Shade of
Green



Four Grades
No. 1 BB, 2 HB,
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Tower Mfg. & Novelty Co.

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"If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom."

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"Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

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THE demand for a clean, tenacious and pure mucilage, secure against the corrosive influences affecting the average product in this line, induced us to put upon the market Higgins' Taurine Mucilage. It avoids the defects of the cheap and nasty dextrine and the dear and dirty gum mucilages. It is stronger, catches quicker and dries more rapidly than any other mucilage, and is perfectly clear, clean, non-corrosive, non-sedimentary and pleasant to sight and scent.

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A pencil sharpener embodying the only practical and therefore economical principle of sharpening pencils or crayons—hard or soft. Hardened steel twin milling cutters do the work—not knives—57 inches of combined cutting edge—200% greater than any other make. The transparent receptacle catches all shavings and can be removed and emptied in a second.

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No Adjustments. Never Breaks the Lead.

Machines installed three years ago are still in use and giving satisfaction with the same cutters.

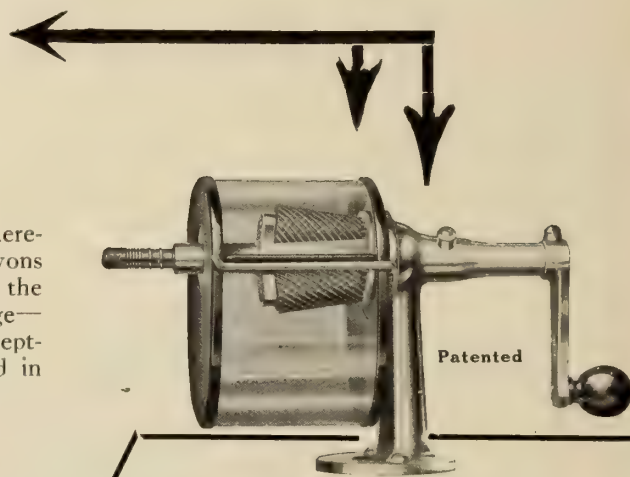
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We are creating sales for **You** among your customers by liberal advertising. You can reap large profits by selling the **Boston**. Order from your Canadian jobber.

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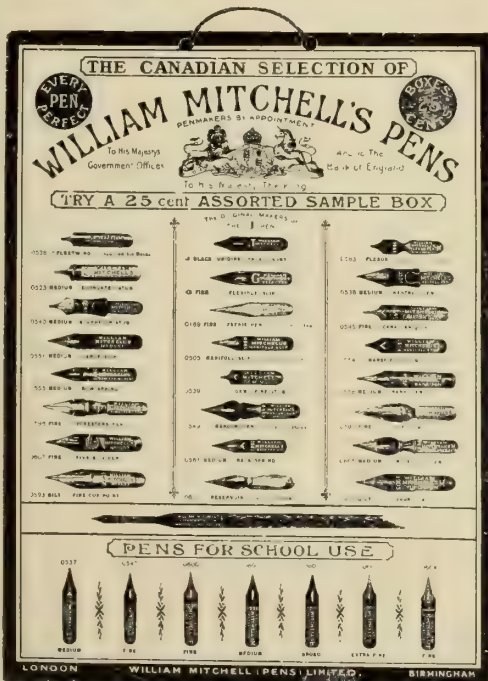
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Every Point In Its Favor



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W. J. Gage & Co., Limited, Sole Canadian Agents
Write for samples—send your favorite pen and we will match it with a Mitchell and at a price which will be satisfactory.

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You can see by the illustration that they are different and better. Let us put your name on them and give to you personal credit for their quality.

Write for prices and discounts.

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New York



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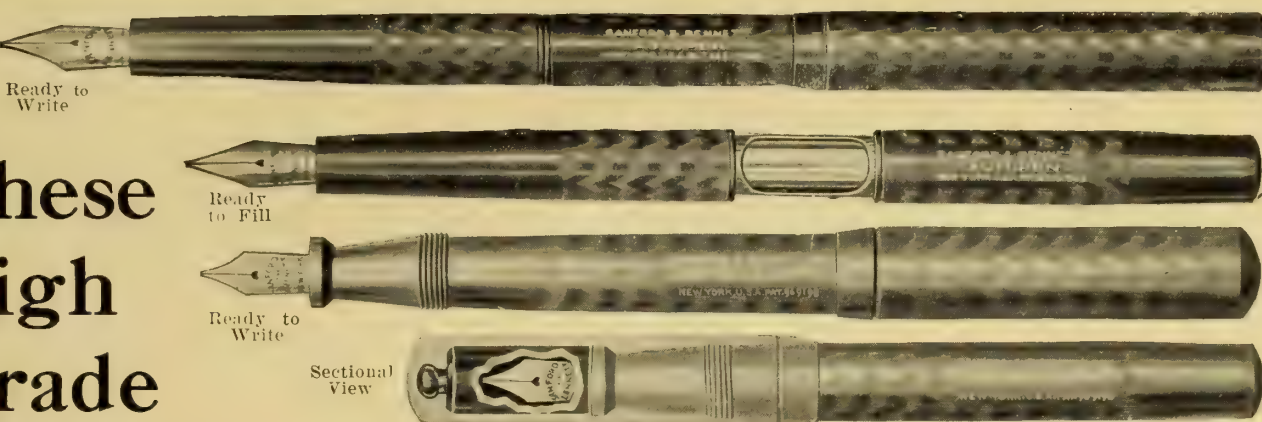
VOL. XXIX.

PUBLICATION OFFICE: TORONTO, MAY, 1913

No. 5.

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High
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Pens Give Utmost Satisfaction



to both dealer and purchaser. They sell easily, at a good profit—Although listed at less than usual prices, they give unlimited service.

SANFORD & BENNETT Fountain Pens

are all made by experts from the best materials obtainable. No expense is spared to maintain S. & B. quality throughout.

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Will bring new business.
Will sell better than ever.

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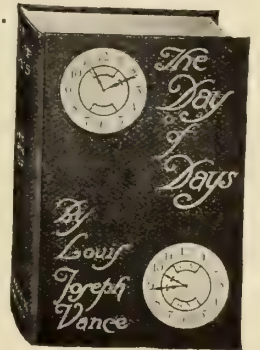
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NEW YORK
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is absolutely the
**Lowest Priced
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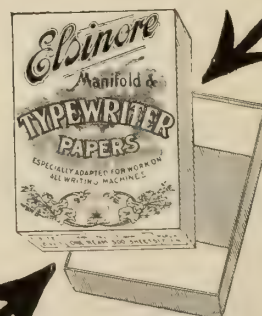
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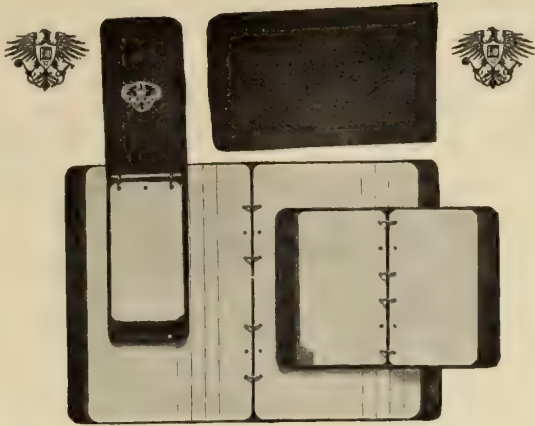
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Cut this out or you'll sure forget where we assemble these "Likely Things."

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Commission Merchants
Nordheimer Building

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"Priscilla is Mr. Birmingham's most invigorating heroine."

Cloth, \$1.25

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By Grace MacGowan Cook

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A TALE OF AMERICAN LIFE

THE FLIRT

BY BOOTH TARKINGTON

CORA MADISON was made that way—she couldn't help it. No matter how inconsequential to her you might be, still, if you were a male, you were legitimate game and she would practice every art of fascination that she knew. Some eternal law within her demanded your homage—your complete subjection to her loveliness. Her only grief was to find you impervious. Once you succumbed, her interest waned and you were allowed to join those other satellites that followed in her wake, but might never cease to follow except at her severe displeasure.

VALENTINE CORLISS, saute, European in manner, reputed rich, fell subject as all the rest. But Corliss was playing a little game of his own, and he had no intention of wrecking it for a woman. He perceived the advantage of having Cora's wiles at his command and so he made love to her. But—he made one false step—and thereby hangs the tale.

Illustrated by Clarence F. Underwood.
NET - - - \$1.25.

THOMAS LANGTON

PACIFIC BUILDING, TORONTO, ONT.

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250 styles



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If you push them you are not merely getting the profit, you are accumulating prestige.

Write to-day for catalog and particulars about our display cases.

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BROWN BROS., LIMITED

Canadian Agents

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R. ESTERBROOK & CO'S
BANK PEN

14

Here Comes the Bride!

The Dealer who is prepared is the one who will profit.

Good business is nine-tenths preparation.

Look to your stock of

Dennison's

Crepe Paper Decorations

For Home Reception

Fast Color Crepe Paper Napkins

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Copy sent upon request

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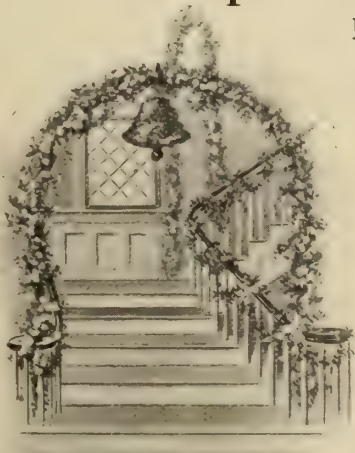
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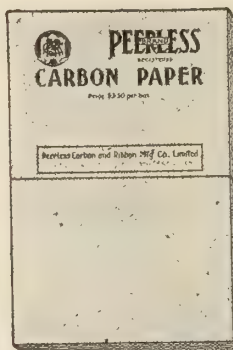
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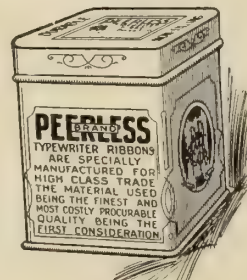


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Mainly About Ourselves

WHO THREW THAT BRICK?

From members of both the wholesale and retail trade, commenting on our Annual Spring Number, came many bouquets and one "brickbat." The latter came in the form of an unsigned postcard and consequently lost some of its force. It was restricted to the remark that the issue in question "might have been better," which, of course, was no news to us because there is always room for improvement. Where our anonymous critic fell short was in not indicating in some practical manner wherein we were remiss so that we might benefit by any suggestions he could possibly have offered us. It is not yet too late for him to repair this oversight and we may add that we will always welcome adverse criticisms reasonably submitted because they will help us to overcome our shortcomings and produce a better paper which is our constant endeavor.

STUDY YOUR BUSINESS.

The retailer who makes most profit these days, is the one who most carefully studies his business—from both buying and selling standpoints.

There are new lines coming out all the time which a dealer could profitably add to his stock—Quick-selling specialties, on which there is a big margin of profit. The dealer should not wait for travelers to come around and show him these goods.

Possibly the specialty manufacturer does not send his own travelers over the ground. That is too expensive for the volume of business he could get off the territory. He cannot afford it.

But he can afford to advertise it, and, when he finds upon enquiry, how thoroughly Bookseller and Stationer covers the Canadian trade, he arranges for a series of advertisements.

Advertisements of this nature, may be found in any issue of Bookseller and Stationer. That is why each number should be read and studied, from cover to cover. No

dealer with the best interests of his business at heart can afford to overlook a single page of this or any other issue.

A Pacific Coast merchant said, not long ago, that he read the advertisements in Bookseller and Stationer before he turned to the editorial pages.

"Because," he explained, "I know that when a manufacturer has anything new or special to offer the trade, it is very natural for him to make the offer through the advertising pages of Bookseller and Stationer."

If it didn't pay the retailer to read the advertisements in Bookseller and Stationer, it wouldn't pay the manufacturer to advertise.

But it does pay both of them.

TWENTY YEARS AGO.

From our issue of May, 1893:—

"Probably the best posted and certainly one of the most popular travelers in the book business is Mr. W. C. Bell, who has been with C. M. Taylor & Co., for the past fifteen years, and during two-thirds of that time has been representing their interests in the East and Maritime Provinces. On Saturday, the 28th ult., he was joined in holy wedlock to Miss Lillian Warne, of Toronto. His fellow employees evinced their warm friendship on the eve of his marriage by presenting him with a handsome secretary. Mr. Taylor presented his pretty bride with a silver tea set in token of the high esteem in which Mr. Bell is held by his employers."

Editor's Note.—By this item it is indicated that Mr. Bell has been connected with the book trade for thirty-five years. He is now one of the principals of the firm of Bell & Cockburn, publishers and wholesale booksellers of Toronto.

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Henry Stephens invented an ink with the colour-matter in perfect solution & therefore fluid and pleasant to write with.

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Brown Bros., Limited, - - - - - Toronto
Buntin, Gillies & Co., Limited, - - - - - Hamilton
Clark Bros. & Co., Limited, - - - - - Winnipeg

Smith, Davidson & Wright, Limited, Vancouver
J. & A. McMillan, - - - - - St. John, N.B.
Barnes & Co., Limited, - - - - - St. John, N.B.
A. & W. McKinley, Limited, - - - - - Halifax, N.S.

Training School for Improved Book selling

Series of Noon Hour Addresses by Leading Men of the Trade at Organization Formed by Booksellers' League of New York—Daniel Nye on Requirements For Success.

Canadian booksellers and their assistants will be equally interested with those of New York in the address recently delivered before the Booksellers' League of that city by Daniel W. Nye, Doubleday Page & Co. The address was one of a series given at the noon-hour in connection with the League's trade school for salesmen and saleswomen.

Mr. Nye's address follows:—"What are some of the requirements necessary to the making of your vocation a successful one?"

First, as thorough a knowledge of your stock as possible. Next, close attention to the desires of your customers, suggestive help, as quick service as the occasion will permit, and at all times politeness, which includes, of course, a pleasing manner.

Now, regarding the knowledge of your stock. It can hardly be expected that any one salesman or saleswoman can find an opportunity to read every book that comes into the store, and as a suggestion I would recommend that you form a "Get Together Club." I believe the buyer would find it profitable to himself, to his employer and to his associates. To the buyer, because he would be opening up a way to more readily dispose of the stock for which he is responsible; to his employer, because he would sell more books and so increase the profits, and to his associates, because they would find an inspiration in these discussions and the interchanging of ideas.

If once every two or three weeks he would take an hour, gather his salesmen and saleswomen together, and discuss the list of new books which had been purchased during that period, he would find that each had a certain pride in having formulated some definite selling idea, and, incidentally, there would be created a personal interest and enthusiasm, which means service in the departments that is invaluable.

This may possibly seem superfluous to you, but I have watched many clerks display book after book without making a sale, heard them complain of the disappointed customer not knowing what he wanted, when by a careful analysis of the situation this salesman could have worked out the customer's problem, invited his confidence, satisfied him and made a regular customer. I know of no occasion when a person is so liable not to know exactly what he wants as in the purchasing of books.

Quick Service.—How many times have you walked out of a store without having purchased, the house having lost your patronage, because you could get no one to wait on you? On the other hand, if a customer wishes to "browse" around he should be allowed to do so.

And now, politeness and a pleasing manner, which, with knowledge of the stock, seem the most important requisites. I can best illustrate this with an incident that actually took place a few years ago in one of our best known book stores in New York City. One evening, just a few moments before closing time, an elderly man and his wife entered. Practically every one had left the floor with the exception of one clerk. The lady wanted a particular kind of book for a most particular friend, and after the clerk had spent half an hour (during which time he had taken nearly every book out of the shelves), the husband became impatient; not the book clerk—he was as genial and agreeable and pleasant as though he were selling a diamond necklace and was to receive the entire profit of the sale. Finally she secured just the book she wanted. The man was so impressed with the salesman

that he offered him a position at \$20 a week more than he was then receiving.

How many of you study the characteristics of your customers? Can you call those who frequent your store by name, and do you remember where they live, if they should desire a book charged and sent? The value of this seems best illustrated by a statement I heard yesterday at luncheon. I do not know the truthfulness of the assertion, but it seems to me perfectly probable. At Borgfeld's, a large wholesale house in this city, there is one employee who draws a very large salary, and his vocation is to greet customers who come there to buy. It is said that no one ever visits the store a second time, regardless of the length of time between visits, that this employee does not at once greet him by name, inquire of his particular kind of business and speak of the town or city the customer lives in. If a big concern like this finds it worth its while to pay a large salary for this service is it not proportionately worth while for you to make a study of it?

Now we all hear in these days a great deal about the over-production of books. In fact, the complaint has become chronic, but I do not believe there is half the truth in that theory as there is in the fact that we have not progressed, like other big commercial organizations, in finding more adequate ways to sell our goods.

I believe the time will soon arrive when we will find bookstores all over the big cities of the United States, and these stores will make profits, too, and when that time arrives I believe it will be a help to the progressive bookstore to have them there. Of course, it will put the unprogressive man out of business, but that kind of weeding out will be good for the business and it will be good for you.

We want more bookstores all over the country. There are hundreds and hundreds of towns in which there is not a single bookstore. There are more homes in this country that own a piano or an organ than homes that own a library. The publishers realize the deficiency and they are more than willing to help you who are alert, wide-awake and competent to get on and in business for yourself. They are always open to any reasonable suggestions.

How many ideas do you take every month to your employer or to the head of your department? Possibly you reason that it is not worth while, for he reaps the benefit or glory, or whatever you may call it. But reason further—what if he does? If it is a good idea and helps him, he is going to do all he can to keep you; you are valuable to him and he needs you, and all the time you are building your foundation and preparing yourself for bigger undertakings to follow.

What responsibility do you take in working out the problem of getting better books? Have you formed the habit, which so many dealers have, when a book sells big to put it under the table so they can sell their slower moving stock? If I were operating a bookstore and had a book that was a big seller, I would push it to the limit, believing that by so doing it would naturally interfere with the sales of the unnecessary books, and then the publishers would find it unprofitable to publish them, and in a short time you, not the publishers, would have solved the problem of "Fewer and Better Books." I have never found a dealer, however, who reasoned it out this way.

The MacLean Pub. Co., Ltd.

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PUBLISHED MONTHLY.

KNOWING YOUR CUSTOMER.

One of the soundest principles of retail success is knowing your customer. Know him, not in the mere manifestations of curiosity, but know him to the extent of making his business your business solely that you may be able to serve him better because service bringing a legitimate return constitutes efficient salesmanship. The more you know of a man, his habits, tastes, work, family, politics, religion, education, hobbies and amusements, the better you will know what merchandise he may be able to use and how to sell it to him.

Not only that, but the more you know of him — a genial, open-hearted, helpful acquaintanceship—the more he will like to buy goods of you, and the more he will buy.

The bookseller is peculiarly fortunate in this respect because he touches a man on so many sides. There are books on literally every subject under the sun; and man's every activity is tributary to the profession of book-selling.

SCIENTIFIC RETAILING.

Scientific management in the retail trade is merely performing the different motions and acts in the most expeditious and economical way commensurate with the general welfare of the business.

Those who think and plan, and analyze with a view to doing business on a more scientific basis, make a close study of the trade newspapers and magazines, and rub shoulders with their fellows whenever opportunity affords. That is the way many new ideas are conceived and many old ones improved.

THE RETURN EVIL.

How many merchants ever give a thought to the enormous loss and annoyance occasioned by the illegitimate cancelling of orders and returns of merchandise.

Many dealers seem to feel that they have a perfect right to return any goods they do not happen to fancy, and some even go so far as to return goods after having kept them on their shelves for many months, simply because they were not able to dispose of them.

This is a question of ethics or business honor, and it is surprising how little attention is paid by the average

merchant to the principles involved in these transactions.

Having once ordered or bought goods and the order having been filled correctly and delivered with reasonable promptness, every merchant is both legally and morally bound to accept and pay for the goods he has ordered.

So great has the evil become, that in several lines of trade organizations are being formed to black-list merchants who make a practice of doing business this way.

Before long some similar movement will likely be instituted in the stationery trade to curb the abuse of the return privilege.

KNOW YOUR BUSINESS.

Ignorance of his own business undoubtedly is the snare which traps many an unwary storekeeper. His lack of systematic attention to the details of the day's transactions, coupled with lack of knowledge as to the condition of his stock, causes him to buy foolishly, and sell without wisdom. If he does not know how much he has, he cannot know what to purchase, and if does not know how fast certain lines are going, he cannot determine whether or not they are profitable. If he is holding them too long, they are tying up his capital unduly. They should be pushed with energy, and gotten rid of quickly at a reduction if it is found they will not go satisfactorily.

ENCOURAGE BOOK SHOWERS.

Booksellers everywhere will do well to cultivate "book showers." There are various organizations in every town with memberships running from a dozen or more up into the hundreds. A library would be an excellent auxiliary for most of these clubs and societies—for all of the worthy ones. If they already have libraries, expansion in that department should be encouraged and an easy way to bring this about is by the "book shower" method.

Every bookseller will have sufficient influence and resourcefulness to get the idea started in one of the associations and to see that it gets due attention from the moving spirits of other organizations—additional book showers will then follow and the book merchant will make many more sales than would otherwise develop.

The book shower should be announced sufficiently in advance so that members may have time to order books from their bookseller, and allow sufficient time for the merchant to procure volumes that may not be in stock at the time.

While some may wish to donate books they already have in their own libraries, the merchant should be very careful not to urge any one to deplete his own private library.

THE VALUE OF TRAVEL.

A certain amount of travel means as much to a business man as a pinch of salt does to a piece of meat.

"I haven't had a vacation in four years," said one business man to another. "There are always so many things here that require my attention that I haven't been able to see my chance to get away from one year's end to the next.

"That's not it," said the other. "The fact is that you get in a rut and don't know it. You don't get far enough away from your work to get the right perspective. If you could go away for a few weeks you could look back and laugh at some of these little things that you have allowed to chain you down here for four years. When you get far enough away big things look little, and when you get too close to little things, they look big."

"Yes, I know," said the first, "but my work is different."

"Not a bit of it," protested the other. "I used to think that myself, but once I had to take a trip for sad personal reasons and I discovered that the world really went on about the same. Since then I have frequently taken a trip and it always puts new vigor into my work. I begrudge neither time nor money spent in the right kind of travel."



POINTED EDITORIALS.

Parcels Post on the zone system would give the local dealer a fighting chance. The flat rate basis would leave him bound hand and foot.

* * *

If you are carrying a stock of goods on your books and one in the storehouse in addition to your stock from which you are selling, you are carrying too much.

* * *

Bright colors have much the same effect upon the eye that bright music has upon the ear. Both cheer up. Brighten up your store all you can. It makes it easier to sell goods.

* * *

The merchant who can give his store a personality, who can raise it above the dead level of the other stores on the street, has taken a long step in the direction of bigger profits.

* * *

It is promised that the interests of the local merchants will be protected in the proposed Parcels Post bill. The promise is confronting, but still one would like to be able to feel sure on that point.

* * *

The man that simply purchases his stock, places the books on the shelves and tables, and expects the customers to come flocking in to make purchases will be disappointed. He must also put ideas into his business.

* * *

You are paying rent or taxes on your store front, just the same as you are for other portions of the building, and you ought to get full value on your investment. Make your windows talk for you, to get in people who perhaps otherwise would not enter your store.

* * *

Push collections when money is plentiful because it is easier to get payment then. Push collections when money is scarce because there is always a danger of it getting scarcer. Push collections because business success depends upon efficiency in that department. Push collections.

* * *

You would not rent a store and let it lie vacant if you knew how to utilize the space so that it would make money for you, and yet how many men in business fail to take advantage of the opportunity which is open to them to make a profit from their store windows.

* * *

When the retail merchant's prosperity is lessened, the effect is felt throughout the various interests of the community and consequently anything that can be done to further the progress of the retailer is the best sort of civic economy. It is that view of the question that should be presented and impressed upon citizens generally and upon the different governing bodies.

To Introduce Parcels Post

Parcels Post on the Zone System as adopted in the United States is a probability as indicated by the following Ottawa despatch sent out recently:

The Postmaster General gave notice of bills "relating to the parcels post and 'to provide for more advantageous conditions for telegraphic communications between Canada, the United Kingdom and other parts of the British Empire.'"

"Mr. Pelletier has been studying the parcels post question and the possibilities of improving cable relations for the past year. He is not ready yet to outline the legislation which he intends to introduce, but it is known that the general plan decided upon is that of the zone system, as adopted in the United States. The system will be operated on a progressive scale, the rates being adjusted according to distances of, say, 50 miles, 150, and so on. The department is working out the details with a view to the protection of the retail merchants at home. The success of the proposed system depends to a great extent upon the arrangement to be made with the railways and other transportation companies, and this phase of the question is being worked out now between the department and the transportation companies.

Will Adopt U.S. Feature.

"The department has been closely watching the operation of the new parcels post law of the United States, and at an early date asked for a report of the working of the system. With this report in their possession they will be in a position to adopt such features of the United States law as are applicable to the somewhat different conditions of Canada, while avoiding any mistakes which may have been made on the other side. The 14,000 postmasters in Canada will become agents of the parcels post delivery, and the benefits of the system will be extended to those points not now reached by the express companies.

"Since the inauguration of the United States parcels post system the Canadian department has had to handle an immense amount of parcels post matter which has come into Canada, and has had no benefits in return. With the system of parcels post in operation in Canada this unfavorable situation will discontinue."

Prepare to Get the Benefits.

It will, therefore, be seen from the above that the Government intend doing something definite soon in the matter of parcels post. So it is about up to the retail trade to study the system closely and make the most of it when it does come. The one redeeming feature is that it will be based on the zone system of the United States, which was described some time ago in this paper. The retail trade should insist that there be no flat rate system. This would give the mail order houses a strong lever in drawing money out of every community of the country, no matter how far distant from location of those houses. The zone system, on the other hand, confines trade at the low rates within such distances.

The zone plan, however, may be the thin edge of the wedge in so far as the flat rate system is concerned. This is something the trade should strongly guard against, as it would undoubtedly be playing into the hands of the big mail order houses.



Municipalities have no call to engage in retailing. Make them keep out.

Trade News and Views

Mayor Martin of Regina One of the West's Prominent Booksellers and Stationers Speaks Optimistically of Western Prospects—new Stores in Montreal and Toronto—Gossip of the Trade.

Robert Martin, mayor of Regina and head of the Canada Book and Drug Co., of that city, was in Toronto recently, accompanied by Mrs. Martin. They were en route for New York. Mayor Martin was full of optimistic forecasts regarding the future of the important young Western city whose destiny he is now guiding and the generally satisfactory tone of his references to Western Canada were in strong contrast to the somewhat too prevalent croakings regarding the follies of injudicious real estate speculators whose operations have caused the banks to apply "the closure." There is no doubt about the tightness of money, but the ominous views expressed by some men are entirely uncalled for. Conditions are bound to improve. This is supported by the following paragraphs from Bradstreet's Bulletin of April 17th:

"Compared with the financial needs of Canada just now \$25,000,000 would be like a crust of bread to a starving man. Yet this amount will be released shortly after the opening of navigation, when some 30,000,000 bushels of grain will come east, most of it destined for Europe. The banks are carrying this, and as they will be paid, that much money will be available for other enterprises.

Seeding is becoming general in Canadian North-west, especially in Saskatchewan. Returns already indicate a good increase in acreage."

A. T. Chapman, of Montreal, will shortly move into a new store on Peel Street, which will be one of the best appointed book and stationery stores in Canada. Mr. Chapman spent a few days in New York in April, following a usual practice of keeping in touch with new merchandising ideas demonstrated to such good effect in the American metropolis.

Wm. Tyrrell & Co., of Toronto, are now in their new store on King Street, East, near Church Street, but the interior work is not as yet completed. When the finishing touches have finally been put on, the Tyrrell store will rank with the best establishments of the kind in the country. Bookseller and Stationer hopes to be able to describe this new store in the June issue in such a manner as to provide many valuable pointers worthy of emulation, as brought into force in this fine new home of the Tyrrell concern.

At the annual dinner of the Stationers Board of Trade, of New York, held March 25, at the Hotel Plaza, a gold-mounted Commercial Safety Fountain Pen was presented to each of the guests as a souvenir by Messrs. Sanford & Bennett, the manufacturers. Needless to say, such an acceptable souvenir of the occasion was received with unanimous expressions of delight and appreciation.

G. R. Watson succeeds E. T. Wallace in the stationery and drug business at Humboldt, Sask. Mr. Watson has been connected with the store as a salesman for several years.

Willard and Atkinson, stationers, St. Mary's, Ont., have dissolved partnership. Mr. Willard will continue the business.

The Charles H. Elliott Company, of Philadelphia, have recently secured a new warehouse, for packing and shipping of their goods, located conveniently to the freight stations. The building contains approximately 45,000 square feet of floor space, with beautiful light and modern factory construction. Packing and assembling and the storage of shipments which are to go forward at a future date, will be done here.

W. D. Miln, buyer for Henry Morgan's, Montreal, has returned from his annual buying trip to Europe.

The C. W. Sherwood Company is building a large Department Store in Regina, which will open about October 1st. It is to be a modern, up-to-date building, with a ground floor space of 125 x 175 ft.

After a two months' trip to Egypt and up the Nile, W. J. Gage has returned home much benefited by the rest the trip permitted. No one will begrudge Mr. Gage such a holiday following the \$1,000,000 campaign which he so strenuously entered into on behalf of the Consumptive Hospitals, and which he so successfully carried through to completion. The House of Gage is to be sincerely congratulated upon this most creditable accomplishment of its chief and members of the trade generally can be depended upon to join in this expression of appreciation.

It is reported that the Heinn Company, of Milwaukee, who are among the most prominent U. S. manufacturers of loose leaf binders, are to erect a Canadian factory at Walkerville.

Clark Bros. & Co., Limited, Winnipeg, have just moved into their splendid new warehouse, 48-50 Charlotte street. The concern has for sometime found its old quarters on Portage Avenue East quite too small for the business being done, and months ago the erection of the new building was started. This is six storeys high and entirely fire-proof in construction. Every flat is beautifully lighted—indeed the company's new quarters are all that could be desired. The larger space will enable a fuller stock being kept on hand than ever before.



STATIONERY IN THE 5 & 10-CENT STORES.

You can buy one quire of linen finish note paper with a pack of envelopes embossed with any single initial in blue or with the city address die embossed in blue and put in a box for a dime.

Lets see, that makes 1,000 embossed impressions, 1,000 sheets of folded note paper and 1,000 plain envelopes to match, the whole thing put up in forty boxes retailing for a total of \$4, and we do not suppose that the Woolworth Five-and-Ten-Cent Stores are manufacturing these goods either, neither do we suppose that they are selling this stuff without making a profit on it.

We have heard a good deal of idle talk, speculation about and condemnation of the parties who brought the engraving business down from its high estate to the department stores. Perhaps it would be interesting to know who is now encouraging the ten-cent stores, and in the meantime it might be also advisable to keep our eyes open and watch the penny arcades as a possible halting place for this downward tendency.—Engineers' Bulletin.



PAPER COMPANIES FILE ANNUAL RETURNS.

Holyoke, Mass., March 6, 1913.—These paper companies have filed their annual returns as follows:

Whiting Paper Company.—Assets—Real estate, \$445,377; machinery, \$125,000; cash and debts receivable, \$1,568,681; manufacturers and merchandise, \$234,437; improvements, \$27,242; total, \$2,400,737. Liabilities—Capital stock, \$300,000; accounts payable, \$172,753; surplus, \$1,527,984; reserves, \$400,000; total, \$2,400,737.

American Pad and Paper Company.—Assets—Real estate, \$73,443; machinery, \$34,822; cash and discounts receivable, \$64,029; merchandise, \$109,589; repurchased stock, \$21,900; total, \$303,783. Liabilities—Capital stock, \$150,000; accounts payable, \$24,908; funded debt, \$34,500; floating debt, \$38,500; surplus, \$55,875; total, \$303,783.



Athletic Goods, Leather Goods Fancy Goods and Toys

THE BOY AND BASEBALL.

"I once had to discipline a young clerk of mine because he had no intuition as to this science of getting close," said a retail merchant. "The incident may seem trivial, but is instructive.

"He joined a local baseball club and became secretary of the association that managed it. One day, after they had been playing for a week or so, I asked him, 'George, where did the boys get their balls and bats and regalia?'"

"I don't know," said he, "but I suppose that each fellow picked up his own wherever he had a mind to."

"Did you sell any of them?" I asked.

"Yes, sir; one or two of the boys were in here and bought what they needed of me," he answered.

"Did you make a try at the others? Did you, when the club was formed, say to the members, 'You know I am in the trade, and that we carry a line of sporting goods, and I would like to supply all the club needs?'" Did you tell them that for a plump club order you would give them a discount of five per cent?"

"No, sir; I never thought of it."

He never thought of it; he, the secretary of the baseball club. I took him home to lunch that day and talked to him all the way out and back. He keeps his nose to the wind nowadays.

To know your trade is to double it.



GERMAN "JOKE" TOYS.

German toy makers are ever producing "joke" toys that prove ready sellers. Some of the latest are described here:—

A very harmless hook for a hat rack has a hinge and spring which gives in a downward direction and precipitates to the floor the hat or other article hung upon the hook.

Dear to the hearts of practical jokers will be a trick cigarette case. When this is handed to an unsuspecting person with the request "Have a Smoke," as soon as the knob is pressed the case springs open and the opener receives a smart blow on the thumb from a wire which is released.

The running cigarette case is somewhat startling. This is actuated by clockwork. When wound up it can be allowed to run across the table towards the person who has asked you for a weed.

A purse out of which money flies when it is opened and a fountain pen from which little pellets jump, are all articles which will cause amusement when conversation between friends flags and there is some innocent person nearby who is not in the know.



UNIQUE NEW TOYS.

New items in toyland include sheet metal doll houses which collapse to a perfectly flat surface; a celluloid sail boat; toy hurdy-gurdies, turning out popular ditties

when the crank is turned; pleasing productions in white enameled furniture, some decorated with gold or used in combination with the popular circassian walnut; an elephant seated on his haunches that moves his head sideways and shakes celluloid balls with his fore-feet when his tail is moved up or down; fox terriers in crouching position as if barking at a cat or a rat; a tiger one-third life size, that moves its head and tail by clock-work mechanism—an excellent window piece; a novelty pop-gun in the form of a baseball bat; a vacuum power engine, strong enough to operate a sewing machine; a doll house made of blue and silver wicker, containing a doll and doll outfit; a negro playing a banjo and doing a clog dance.



Dolls Designed by Kate Kruse.

AS TO FLY SWATTING.

The 1913 fly-swattening season has opened. Encourage the swatters by starting a competition. Thus you will be able to get a great deal of publicity at little expense, besides helping along a good cause. Incidentally you can sell swatters so that orders by the gross will be the rule. Work out the campaign, fill your window with swatters, get the people talking about the enterprising and thorough manner in which you tackle the problem and then reap the profits.

The fly which once in summer months

New generations bred,

Must feel the swatter's wrathly swat

In early spring instead.

In Cleveland an early campaign has been inaugurated. For every 100 flies killed during April the sum of \$1.00 will be paid. Later on a dollar will be paid only for 1,000 flies, and, as the summer progresses, the rate will be lowered accordingly. With this incentive to spur them on, the people of Cleveland are already pursuing the pesky fly with right good will. Cleveland hopes in time to become known as a fly-less city.

Business like chess depends upon a series of consecutive successful moves.

Don't make a published statement that you can't back up in your store.

GOOD ADVERTISING



Business Building on Definite Plans

Importance of Having a Policy and Effective Team Work Between Employee and Assistants.

Joseph Sigmund said some worth while things to the retail merchants in a paper read before the Advertising Club of Denver. He spoke about the short-sighted merchants who "demand immediate results, and cry for schemes, ignoring the future for the sake of temporary profits."

He went on to say:

"Business, like chess, depends upon a series of consecutive successful moves. The first move must be made with a certain knowledge of what will follow in certain events.

"Each consecutive move depends upon the move already made, and the moves all depend upon the moves to be made. Illegitimate schemes in business publicity may be likened to the fool's gambit in chess—it is wasting time and inviting defeat if tried upon intelligent opponents.

"To be a successful merchant or a successful general, or a successful advertising man, the plan of campaign must be carefully considered.

"There must be a policy.

"The clerks or the soldiers must be interested in the issue.

"There must be enthusiastic devotion of all to the common cause.

"Think of the contagion of a real leader, and then consider the cumulative force when multiplied by the number of men connected with an enterprise.

"Scheming is not a necessary element of successful merchandising, or, rather, successful advertising; but building is essential, and what builder proceeds without plans—what merchant worthy of the name can expect to compete without a policy? Let the policy of the store's publicity be one fashioned on legitimate lines.

"Build on reputation; nurse your trade; make friends of every customer—not necessarily personal friends, but friends for your store. If you promise something in return for the response to your advertising, be sure to fulfill your pledge to the customer's satisfaction. If you promise your boy a 'licking' be sure he gets it. If ever you find the licking was undeserved, apologize, make amends; and this same thing holds good in advertising.

"Advertise attractively—advertise magnetically—advertise judiciously—advertise best fixtures if you wish—advertise highest prices if you believe that will attract some—advertise bargains if you are after the masses—but don't make a published statement that you can't back up in your store."



GOOD DISPLAY IDEAS.

A most effective window attraction at little expense can be contrived by having incandescant lamps placed at

suitable spots in the window and placing wire baskets over them, the baskets having been covered with red tissue paper. Goods to be shown can be suitably arranged about these improvised fixtures and the effect of the ruby light showing through, here and there in the display, will be striking, attracting far more attention than would ordinarily be drawn to the window. This was one of the schemes used last month at Jaimet's book and stationery store at Berlin. At the same store was seen a particularly effectual method of displaying sporting goods. A rack about a dozen feet long and four feet high was placed in a prominent position and to these were attached baseball gloves and mitts, footballs, tennis bats and other articles. They were thus shown to far better advantage than is possible when lying flat on a table or counter and, being easily detached for examination, sales are far more readily effected.

What A Dollar Bill Will Do

Pin A Dollar Bill Here

It Will Buy This Matchless Baseball Glove.



Attach Glove Here

A Show Card Suggestion.

ADVERTISING FISHING TACKLE.

H. F. Prevost, stationer and sporting goods dealer at Duncan, B.C., uses liberal newspaper space and a recent ad. featured "Fishing Tackle." "We claim," the announcement begins, "to have the largest stock in town selected by a fisherman of over twenty year's experience in local waters. Any information that we may be able to give regarding local conditions is always at the service of our customers. We are especially proud of our Rods and think that we can suit the most particular fisherman in regards to length and quality—be it a cheap cane at \$1.50 or a fine split cane with steel centre at \$30.00."

Then follows this list:—

Rods, 9 ft. to 14 ft.	\$1.00 to \$30.00
Reels35 to 11.00
Lines05 to 5.00
Leaders25 to .85
Devon Baits40 to .50
Stewart Tackle10
Landing Nets	1.50 to 3.00
Flys, each05 to .50
Penal Eyed Flys, dozen	1.00
Jock Whites, each25
Rubber Waders, each	11.00
Fly Books35 to 2.50
Special Split Rods for fly or bait, 2 tips	1.50

Effective Newspaper Publicity

Even Small Advertisements Can be Made to Produce Good Results if Careful and Systematic Attention is Devoted to Their Preparation — Some Specimens.

In the larger cities the problem of newspaper advertising for booksellers and stationers is more difficult to cope with than in the small cities and towns because of the relatively higher cost of space. Nevertheless many of these merchants in Montreal, Winnipeg, Vancouver and other of the large cities find it highly profitable to use space regularly. Big results are possible from even small advertisements.

The ad. man of one concern said recently:

"We find small space economical and effective. Drop, drop, drop, you know, will wear away a stone. By con-

attention upon each. That object is to some extent frustrated by the method adopted in this announcement.

Good examples of the judicious use of small ads. are afforded by those reproduced on the right side of the accompanying reproduction of ads.

The "Scorn and Prim" and "Quebec" ads. are good examples of timely advertising. The first named no doubt found a ready sale and the bookseller showing the most enterprise in bidding for business of this sort in a special way, is sure to get a goodly share of it. The "Quebec" book was advertised by James Hope & Sons, of Ottawa, and included the price \$3 given in prominent type just beneath the author's name.

Bookseller and Stationer has repeatedly urged upon the booksellers the advisability of strongly featuring technical books because of the many sales that can be cultivated by pursuing proper methods. One of the particularly potent forces is newspaper advertising and al-

FISHING TACKLE and BASEBALL GOODS

Rods, Reels, Lines. | You save One-Third now
Flies and

ALL FRESH STOCK

YOUR

PICTURES

A GOOD PICTURE.

Should have a proper frame. We will take pains and pleasure in helping you to make your selection. Nothing you could desire or suggest in the line of

PICTURE FRAMES
that we cannot furnish and always at lowest price.

Our Prices Please the People

CHAPPLE

Bookseller and Stationer

Technical Books

Energetic men—young men who are qualified for any line of business, trade or profession—are always in demand. Get qualified. You cannot now learn fully and efficiently by entering a workshop, office or business as apprentice or clerk. The current of events moves

**Why We Have
No Old Stock**

Our first principle in our Wall Paper Department has always been to carry no old stocks.

Any ends are cleared out during our annual sale of remnants.

Our main stock of Papers is carried in our factory warehouse—not in our store, where only our samples are shown.

A year ago this building was completely destroyed by fire.

So you will recognize the impossibility of buying anything old or out of date from our department.

ROBERT DUNCAN & CO.

Wall Paper.

James street and Market Square.

**JUST OUT
SCORN & PRIM**

VANCOUVER CATS

A gentle satire in verse on the lawyers, doctors and society matrons of Vancouver, by Peace Retard.

Important New Book

QUEBEC

The Laurentian Province

by

BECKLES WILLSON.

Knowing How to Advertise

is the all-important question for the man of business. Here at last is a book that represents advertising in the way its most advanced exponents see it, by Paul Terry Cherington, 569 pages.

Price, \$2.00. Postage paid.

Accountants and Men of Business

We make specially ruled Account Books, with any printed heading you may wish, on the shortest notice. Loose Leaves and Loose Leaf Binders made to your order.

Leather Goods

We have on sale one of the finest lines shown in this locality, Ladies Hand Bags, Music rolls, Pocket Books, Card Cases, Men's purses, Bill Books, Letter Cases, Cigar cases, Etc., Etc. at prices to suit all

Lines Specially Priced for this week

Hand Book	\$2.75	with 100
Music Roll	\$1.00	with 100
Pocket Book	75c	with 100
Card Case	75c	with 100
Men's Purse	25c and 50c	with 100
Bill Book	50c	with 100

OFFICE
EVERYTHING FROM PINS & PAPER
TO FURNITURE & FILING SYSTEMS
VERNON GAUNT MANAGER
SUPPLIES

Selections from March ads. of Canadian Book, Stationery and Fancy Goods Dealers.

necting up our newspaper advertising with our window displays, we get double value from both sources."

Some ideas as to the effective use of small space are afforded among the ads. reproduced on this page.

It will readily be apparent that the ads. are piled up here, not with a view to artistic effect, but to crowd into small space examples of the considerable variety of subjects covered by these ads. Taken separately, as they appeared in the newspapers, some of them were highly effective, both typographically and in the subject matter, while others were lacking in these points. Consider the "Fishing tackle and Baseball" announcement for instance, while they are both connected with the sporting goods department it would seem advisable to treat each separately rather than to join them in this manner, because these two sports have very little in common. It would be more advisable to devote the entire space to each line in successive advertisements or at least, in a case of this sort where a three-column space is used, to separate the two lines so as to focus the maximum of

though in the accompanying group of ads., only the upper portion of four-inch double-column space devoted to this class of books is reproduced, it is sufficient to indicate the excellent manner in which the subject was handled. Observe the wide appeal of the introductory sentences. The typographical neatness and the prominent display type, together with liberal white space, for the headline, contribute materially to the effectiveness of this announcement.

"Reason Why" copy is always sure of attention because it naturally excites curiosity. Almost unconsciously, a reader will follow the lead of such a heading as that of the wallpaper ad. of the Robert Duncan Co., of Hamilton. Chapple of Galt, is a believer in the efficiency of printer's ink and gives his newspaper announcements careful and systematic attention. The space used regularly is four inches single column and it is always used to good purpose. It will be observed that he is one of the book and stationery dealers who has seen the wisdom of including picture framing in his business.



Post Cards & Art Novelties

Season Cards, Folders, Letters and Greetings
For all Occasions

Post Cards and Pictures for Profit

Department Deserves Larger Share of the Thought and Attention of Booksellers and Stationers—Bigger Possibilities at Less Risk Than in Many Other Branches of Trade.

Once again Bookseller and Stationer urges upon the trade to treat the Post Card and Picture Department as seriously as any other department in the store. Devote a fair share of thought to this branch of your business. Thresh out the whole subject—get at the facts and they cannot fail to convince you that this department affords possibilities for greater growth and bigger profits than many of the branches of your business which are occupying so much of your attention as to leave little or no time to consider post cards and pictures which, consequently, are left to shift for themselves.

It must be remembered that post cards are staple, and will continue to be constant sellers. In order to make them profitable, however, just as much attention must be given to their purchase and sale as to other variety lines.

The secret of success in a variety department lies in "variety," and this applies to post cards just as emphatically as to any other line.

Why Variety is Necessary.

If you buy \$50 worth each of, say, six designs, making a total stock of \$300, it's one good bet that you are going to be stuck. The reason for this is that people will visit the post card section looking for new things, but as you will not have anything new until you can get rid of the \$300 stock on hand, the public will come to look upon this end of your business as a chestnut. The goods will be pawed over and over, and a majority of the cards will become soiled and torn, and you simply can't get rid of them.

On the other hand, if you take your \$300 and buy only fifty or one hundred cards of any one design, you will have a post card stock that will prove a strong inducement because of its variety. And if any one design proves a poor seller, you will have only fifty or a hundred cards to get rid of, anyway.

New Goods Help Move Old Stock.

As you run out of a certain design, another lot should be immediately ordered to take its place. In this way your variety will be maintained and you will be getting in something new every little while. The new goods coming in constantly will help move those that are on hand.

As cards become soiled, separate them from the good stock and offer them at cost or below, so as to get rid of them. In perhaps no other line is it so essential that you buy carefully and often as in the post card section.

Another thing, don't try to buy the cheapest cards on the market, that is, unless they possess quality also. Anything less than penny sellers are not worth bothering with. Your real profit lies in the two-for-five and five-cent cards.

Cheap Cards Always Lose.

You can't pay \$3 or \$3.50 a thousand for post cards and sell them ten for a nickel, except at a loss. But you



Novelties in Musson's line of Christmas cards for the coming season.

can pay \$10 a thousand and sell them two-for-a-nickel, thereby making a gross profit of \$15 on the lot. There is margin enough here for overhead expenses and a liberal net profit besides.

Now, when you pay \$10 for something and get back, gross, a profit of \$15, isn't it worth while giving reasonable attention to?

Ginger Methods of Business Building

Suggestions and Proved Schemes for Increasing Trade in Book and Stationery Stores—
Examples of Effective Window Displays—Ideas That Will Bring Bigger Business.

A POCKET STOCK BOOK.

In connection with an article on the question of errors in buying in which the advisability of better preparation was urged. The toy and fancy goods trader deals interestingly with the question of having a pocket stock book as an aid to intelligent discrimination in cases where a dealer goes personally into the market.

The book should be conveniently ruled and indexed according to the manner in which the stock is arranged in the store. The condition of all the merchandise on hand at the time should be recorded in this book; notes should be taken of the lines which move fastest, as well as of those which are relatively slow in finding purchasers. When examining any line of goods, this will provide him with a valuable reference as to how his last consignment of the same commodity retailed. Again, by adopting this method he provides against the dangers of overstocking, as his pocket stock-book will enable him to tell at a glance what particular lines he is in a position to advantageously handle and what quantity of each. In a word, his stock will be right before him, and at the time when his knowledge of it is most required.

* * *

A DUSTLESS DUSTER.

Here's a dustless duster that will raise neither dust nor cuss.

Take dark cheesecloth or similar fabric. Soak in crude petroleum over night; then wring out thoroughly; wash repeatedly in hot water until water no longer shows free oil; dry thoroughly. A cloth so prepared will gather and hold dust without harming the most delicate goods to which it may be applied. It may be washed frequently for the removal of the dust which it collects, and will last for several months of average store use.

* * *

BARGAIN TABLES.

In an April ad, with the catchline "Housecleaning Time at the Bookstore," A. H. Jarvis, Ottawa, told of snaps offered on 5, 10, 15 and 25c tables.

* * *

BOOK EXCHANGE.

E. J. James-Davies & Co., general merchants, Grassy Lake, Alberta, have added a book department and in advertising a list of well known books add this statement:

"You may change any book when you have read it, for a new one by paying 20c. All one price, 65c per volume."

* * *

BUSINESS POINTERS.

H. O. Suttan & Co., Portage la Prairie, feature type-writer supplies very strongly, including the use of a ten-inch double column newspaper space frequently devoted to these lines. It is notable that his ads. contain prices and show care in preparation so that associated lines likely to suggest a series of wants to the customer are prominently brought out.

From William Tyrrell & Co., comes "The Latest Books, a Book Buyer's Guide," which the firm distributes monthly, listing new fiction and non-fiction under different classifications. Interest is added by the presentation of illustrations of authors and news paragraphs about



Playing Card Window Display by Wm. Tyrrell & Co.,
Toronto.

books and writers. The practice of sending out monthly lists of new books is growing rapidly among retail booksellers in the United States and a number of the leading Canadian booksellers have adopted the scheme.

* * *

A USEFUL TIP.

Stationers who are accustomed to display fountain pens and similar articles in window and counter-cases would do well to make a note of an interesting fact which was commented on at a recent convention in the U. S. The reader of a paper stated that gold pens and gold and silver pencil cases are frequently much affected by being displayed in the same case with fountain pens. The reason is that the sulphur in the rubber compound of which most fountain pen holders are made oxidises anything under 14 carat gold in a comparatively short time, while silver pencil case and suchlike goods have been oxidised after twenty-four hours. Retailers ought to be grateful for the hint.

* * *

SELL NEW GOODS BY 'PHONE.

Most every day new articles arrive for which you have had a call a few days previous. You can gain new customers and hold their trade much easier if you call them up and tell them of this new merchandise which has just been received. It is possible to make lasting customers for your department out of absolute strangers to your store.

When you know the goods called for will be in stock in a few days, you should tell the customer so, and also suggest that you would like to notify them by 'phone when the goods arrive.

A memo book of select names and 'phone numbers should be in your possession at all times. You will notice customers appreciate this service, and it will win you many friends.



Books



List of the Best Selling Books

Checked Up from Returns Submitted by Representative Booksellers—Reports of Publishers' Best Sellers.

Canadian Summary.

- | | |
|--|-----|
| 1. The Amateur Gentleman (Jeffery Farnol)..... | 127 |
| 2. The Judgment House (Sir Gilbert Parker) .. | 92 |
| 3. The Happy Warrior (A. S. M. Hutchinson) ... | 79 |
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United States Summary.

1. The Heart of the Hills (John Fox, Jr.)
2. The Amateur Gentleman (Jeffery Farnol)
3. The Judgment House (Sir Gilbert Parker)
4. The Flirt (Booth Tarkington)
5. The Day of Days (Louis Joseph Vance)
6. My Little Sister (Elizabeth Robins)

Publishers' Best Sellers.

Bell and Cockburn.

1. Stella Maris.
2. Night Born.
2. Dr. Whitty.

William Briggs.

1. Where Are You Going To?
2. Little Gray Shoe.
3. The Long Patrol.

Cassell & Co.

1. Child of Storm.
2. White Motley.
3. Red Harvest.

The Copp, Clark Co.

1. The Judgment House.
2. The Sixty-First Second.
3. The Bishop's Purse.

Henry Frowde.

1. Bobbie, General Manager.
2. Frontiers of the Heart.
3. The Life Mask.

Thomas Langton.

1. The Flirt.
2. Living Legacy.
3. The Parasite.

The Macmillan Co.

1. One Woman's Life.
2. Poor Dear Margaret Kirby.
3. The Crock of Gold.

McClelland and Goodchild.

1. The Happy Warrior.
2. The Mischief Maker.
3. Martha by-the-Day.

McLeod and Allen.

1. The Penalty.
2. Heart of the Hills.
3. The Right of the Strongest.

Musson Book Co.

1. The Amateur Gentleman.
2. The Mating of Lydia.
3. The Chrystal Stopper.



The fine new store front of Phelan's Book Store, Montreal, affording the maximum of window display efficiency.

SEEING AMERICA FIRST.

Friend (at bookstore)—Hello, old man. Buying a book?

Other One—Yes; my wife's going to Europe, and she wanted me to get her a volume about the famous historical places in the United States, so that she will be able to describe them to the foreigners she will meet.—Judge.

Immediately Profitable Opening For Specialized Bookselling

From various publishing houses and a number of California "bungalow book" specialists, booksellers are constantly receiving lists of publications dealing with suburban homes and summer cottages; books for amateur builders; books for home-makers; on flower and vegetable gardening and general outdoor subjects.

There is an ever-increasing demand for volumes of pictures, plans and descriptions of charming homes—not the great estates and show places, but the sort most of us can look forward to building, ranging in cost from a couple of thousand dollars up.

Books are to be had, dealing with houses already built, with illustrations of exteriors, interiors as well as garden settings, including all desirable styles of architecture: Colonial, English half-timber stucco, Swiss chalet, cement, Dutch, Colonial, etc., embracing country homes, seashore cottages, alluring bungalows and inexpensively remodeled farm houses.

Various books of this nature are to be had covering all sides of the fascinating problem of house building, interior decoration and furnishing. The relations between the home-builder and his architect, the matter of plans, specifications, contracts, the puzzling problem of extras and how to avoid them—all these subjects are classified in a most comprehensive and interesting way. Pages of pictures illustrating constructive, decorative and furnishing details—entrance doorways, bay windows, outside shutters, chimneys, stairways, dormer windows, built-in China cupboards, consistently furnished interiors, porches add materially to the practicability of these books.

Profitable Opening for Booksellers.

Booksellers have an exhaustive field in actively taking up these books. Almost everybody is interested in these subjects, so there is no limit to the possibilities of creating new business.

A customer buying a book of house plans will naturally be interested in such allied subjects as gardens, walks, drives, gateways, evergreens, shrubs and flowers, garden furniture and other topics that naturally suggest themselves.

There is an almost endless variety of books embracing these various titles. The alert bookseller will not only keep himself thoroughly posted, but see to it that his assistants are kept posted and alive to the ease with which the favorable attitude of the public can be made to cultivate sales.

There are books on gardening treating simply upon essentials—just the information the amateur wants. While dealing with first principles, they are equally interesting to advanced gardeners because of fresh presentations of the different phases of the subject, as well as new methods and discoveries.

Every branch of gardening is treated in a delightfully practical way—the growing of vegetables and flowers, the use of fertilizers, pruning, cultivating, spraying and the thousand-and-one things that every successful garden-maker needs to know. A profusion of illustrations, many of them of the most practical sort explain the various garden operations.

Besides the general books there are many of a specific nature about landscape gardening, home vegetable gardening, flower gardens and the various other branches that might be named. All of them are exceptionally interesting and the steady increase of the attention being paid to these questions indicates that this is going to surpass all previous years in the activity engendered and consequently in the number of books of this class that will be sold.

The duty of each individual bookseller is to make sure that he gets his full share of this constantly increasing business.



Reprint fiction window display in store of A. E. Rea & Co., Ottawa. Trimmed by G. Arthur Perrault.

Books Received

The Quarry. John. A. Moroso. Toronto: McClelland and Goodechild. Cloth, \$1.25.

Taking for his hero a country boy seeking work in New York, Mr. Moroso vividly depicts the innocent young man's arrest for the murder of the night-watchman of a bank; his treatment by the police; his trial and conviction on circumstantial evidence. Sentenced to Sing Sing for life, he becomes a model prisoner, and his existence there, his escape, the pursuit, and his subsequent fate the author narrates so realistically that one is held spell-bound.

The Uphill Climb. R. M. Bower. Toronto: Copp Clark Co. Cloth, \$1.25.

This new novel by the author of "Good Indian" is a powerful, realistic, Western story depicting a cowboy's fight against his own evil tendencies. Admirable in its realism, true in observation. Spirited pictures by Charles M. Russell add to the interest and merit of the book.

The Sixty-First Second. Owen Johnson. Toronto: The Copp Clark Co. Cloth, \$1.25.

This new novel is saturated with the atmosphere of New York. Here are the Wall Street self-made giant, the cultivated man of affairs, the broker, the young man of wealth just out of college, the semi-adventuress of intellectual and physical charm, the newspaper woman, the young actress, the wives of the typical men. These interesting characters mingle and react as they could nowhere except in the cosmopolitan society of New York's Bohemia. So real are Mr. Johnson's types that notwithstanding his assertions that they are merely imaginary, many readers have suggested they are drawn from certain famous real people. The detective, for instance, is thought closely to resemble William J. Burns.

Buttered Side Down. Edna Ferber. Toronto: Copp, Clark Co. Cloth, \$1.25.

The career of the famous "Emma McChesney"—traveling saleswoman. This new book is thoroughly humorous, yet has a lot of sound common sense, all in Miss Ferber's inimitable style.

Stephen March's Way. H. H. Knibbs. Toronto: Copp Clark Co. Cloth, \$1.25.

In his first book, "Lost Farm Camp," Mr. Knibbs proved himself a teller of woodland tales of exceptional quality, both in respect to his unusually intimate knowledge of the life of the woods and in his power of telling an absorbing story. His new novel marks a distinct advance upon the earlier book in both respects. Throughout the absorbing story one seems to breathe the cold, pine-laden air of the deep forests and to hear the rushing of swift mountain streams.

Smugglers Keep. S. K. Hocking. London: Frederick Warne & Co. Paper, 3s. 6d.

The Gasoline Motor. H. W. Slauson, M.E. New York: Outing Co. Toronto: Musson's.

The Primary of Physiology. John W. Ritchie. Cloth.

Many new and important facts are presented on which hygienists and scientists have only recently come to conclusions. Interest in the book will be aroused by reading Chapter IV, "Carriage of the Body;" Chapter VII, "Ventilation," or Chapter VIII, "Adenoids and Colds."

The Young Mother. By J. Bernard Dawson. London: Ewert, Seymour & Co., Ltd. Cloth, 2s. 6d.

A practical guide for the mother presented in untechnical language and written in accord with modern scientific medicine.

Lost Despatch, The. Toronto: The Copp Clark Co., Ltd. Cloth, \$1.25. By Natalie Sumner Lincoln, author of "The Trevor Case," etc.

A detective story of the Civil War dealing with the adventures of a United States Secret Service man on the trail of rebel spies.

What-Shall-I-Do-Girl, The. Boston: L. C. Page & Co. Cloth, \$1.25. By Isabel Woodman Waitt.

An ideal book for the girl just out of school who is undecided about what her work in the world will be. Information about available professions. The conclusion of the author is that the happy married life is "the safest and best."

Bishop's Purse, The. Toronto: The Copp Clark Co., Ltd. Cloth, \$1.25. By Cleveland Moffett and Oliver Herford.

A clever girl thief filches a purse containing \$25,000 from a bishop. When the theft is discovered she drops the purse into a girl's golf bag, intending to extract it at the first opportunity. A detective, recognizing her, watches her so closely that she dares not attempt to recover it. Her pursuit of the girl with the golf bag and her many bold attempts to regain the money are intensely interesting.

Polly Anna. Eleanor H. Porter. Boston: L. C. Page & Co. Cloth, \$1.25.

A dainty and most irresistible little maid is Pollyanna. Although the heroine is a story girl, the reader feels that the inner circle of friends has admitted a new member. It is the story of a brave and winsome American girl.



SCENE FROM POLLY-ANNA,
Eleanor H. Porter's new Novel.

Divorcing Lady Nicotine. Henry Beach Needham. Chicago: Forbes & Co. Cloth, 35c.

"Yes, I quit after almost fifty years of smoking and chewing.

"Why did you quit?"

"'Twas this way," said Mr. Bing:

"I was sitting on my porch—alone with my pipe. All at once I took a puff and said to myself: 'I'm going to quit tobacco, for if I'm not careful this thing will fasten itself on me as a habit.'"

It's a way tobacco has—even with a man in the late sixties. But it's never too late to live!

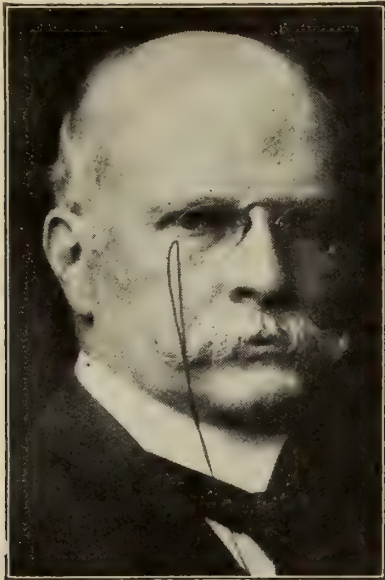
Like English Gentlemen to Peter Scott. By the author of "Where's Master." Toronto: Musson Book Co., 25c.

"It's only a little story, but it's about great heroes. Through the long years, across the wide, wide world, their names will live forever." That prefaces a short account ostensibly to little Peter Scott, relating in simple language but most graphically, the bravery of Captain

Scott and his three brother heroes in that disastrous fight with the storm following their attainment of the South Pole.

On the last page of the book is given Captain Scott's last message, from the diary found in the tent where he died. Then follows this final paragraph:

"If after reading this little story you feel you would like to help, will you please send your contributions, however small, to the fund started by the Daily Chronicle, with a contribution of £2,000 to aid in making provision for the future of Peter Scott and other relatives and dependents of Captain Scott and his heroic comrades? Address "Daily Chronicle," Fleet Street, London.



JAMES LANE ALLEN,
One of America's Authors of Note.

The Free Life. Woodrow Wilson. New York: T. Y. Crowell Co. Cloth, 50c.

A forceful plea for individuality, for the living of one's life unfettered by conventionality and tradition, based upon a baccalaureate address delivered by President Wilson at Princeton University.

Ritchie's Primer of Psychology—completing the New World Health series. New York: World Book Co. Cloth, 60c.

This is one of a series of books primarily designed for school use, furnishing a complete exposition of those principles of both personal and public hygiene and sanitation with which every one should be familiar and which every one should put into practice.

The Mating of Lydia. By Mrs. Humphry Ward. Toronto: Musson. Cloth, \$1.25.

Lydia Penfold, a young and charming artist, drawing in the Lake country for her living, is of a poetic and unworldly temper. Equally poetic and unworldly is Lord Tatham, a young landowner who falls in love with her. But she loves a briefless barrister, Claude Feversham. The old eccentric and tyrant, Edmund Melrose, who is immensely wealthy, and has a house full of art treasures, gets Faversham into his power and bribes him with the hope of a vast inheritance. In Lydia's eyes Melrose's wealth is poisoned, and the novel is a study of rival passions between Faversham and Tatham and of conflict of conscience between Lydia and Faversham.

Bohn's Popular Library. First Twenty Volumes. Toronto: William Briggs.

One of the notable events of the past month was the appearance of the first twenty volumes of this new undertaking of William Briggs in association with G. Bell and

Sons, of England. The inauguration of Bohn's Standard Library in 1847 marked an era in literary history, Bohn being the first to issue translations and reprints of masterpieces in convenient form at a popular price. Of those libraries, Emerson once said, "They have done for literature what railroads have done for internal intercourse." Those early issues were considered marvels of cheapness at 3s. 6d., but the present series of issues at one shilling are fully up to the standard of the older editions. Following is the list of titles just issued:

Jonathan Swift's "Gulliver's Travels;" works of R. W. Emerson in 5 volumes, edited by George Sampson; J. L. Motley's "Rise of the Dutch Republic;" "Pilgrimage to Almadinah and Meccan," by Sir Richard Burton; Charles Lamb's "Essays," including the Essays of Elia, and Last Essays of Elia and Elia; "Waterloo," by George Hooper; C. S. Calverley's "Idylle of Theocritus;" "Evelina" by Fanny Burney, edited by Annie Raine Ellis; "Aids to Reflection and the Confessions of an Inquiring Spirit," by S. T. Coleridge; Goethe's "Poetry and Truth from My Own Life," by Karl Breul, Litt. D. Ph. D., in two volumes; Ebers' Egyptian Princess, translated by E. B. Buckhaim; Arthur Young's Travels in France During the Years 1787, 1788 and 1789, by M. Betham Edwards; Fielding's "Joseph Andrews;" Cervantes' "Don Quixote."

"Faro Nell and Her Friends." Alfred Henry Lewis, Toronto. Bell & Cockburn. Cloth, \$1.25.

A new story of "Wolfville" days. It pictures the fine comradeship, broad understanding and simple loyalty of Faro Nell to her friends. Here we meet again Old Monte, Dave Tutt, Cynthiana, Pet-Named Original Sin, Dead Shot Baker, Doc Peets, Old Man Enright, Dan Boggs, Texas and Black Jack, the rough-actioned, good-hearted men and women who helped to make this author famous as a teller of tales of Western frontier life.

The Complete Horseman. By William Scarth Dixon. London: Methuen & Co.

"In spite of all the talk of the day of the horse being over, I have taken as my motto: 'The Horse is a Noble Animal and the Friend of Man,' says the author in his preface, adopting the matter from one of the early picture books of childhood days. The book is a most practical treatise covering practically all phases of the subject. There are nineteen half-tone plates.



EDITH MACVANE
Author of "Her Word of Honor."

Women as World Builders. Floyd Dell. Chicago: Forbes & Co. Cloth, 75c.

What will the world be like if women become the dominant force in it? Here is a new and striking answer to that question—an answer based on a study of the leaders in the feminist movement to-day. A man's view of the woman's movement.

Record of Copyright Books

Publications of the Different Canadian Publishing Houses During the Month Ending April 15.

Fiction.

Amiable Crimes of Dirk Memling. Rupert Hughes. Toronto: Thomas Langton. Cloth, \$1.35.
Bishop's Purse, The. Cleveland Moffatt. Toronto: Copp, Clark Co. Cloth, \$1.25.
Bear's Claws, The. Grace Sartwell Mason and John Northern Hilliard, Toronto; McClelland and Goodchild. Cloth, \$1.25.
Comrade Yetta. Albert Edwards. Toronto: Macmillan. Cloth, \$1.25.
Creeping Tides, The. Kate Jordan. Toronto: McClelland and Goodchild. Cloth, \$1.25.
Crimson Cross, The. C. E. Walk and Millard Lynch. Toronto: McClelland and Goodchild. Cloth, \$1.25.
Crock of Gold, The. James Stephens. Toronto: Macmillan. Cloth, \$1.25.
Dream Girl, The. Ethel Gertrude Hart. Toronto: Musson Book Co. Cloth, \$1.00.
Drug Slave, The. Mary Lake. Toronto: Cassel and Co. Cloth, \$1.25.
Dr. Whitty. G. A. Birmingham. Toronto: Bell & Cockburn. Cloth, \$1.25.
Faro Nell and Her Friends. A. H. Lewis. Toronto: Bell and Cockburn. Cloth, \$1.25.
Feet of the Futive, The. C. G. D. Roberts. Toronto: Macmillan. Cloth, \$1.25.
Guinivere's Lover. Elinor Glyn. Toronto: Thomas Langton. Cloth, \$1.50.
Gate of To-morrow, The. Norman McKeown. Toronto: Cassell and Co. Cloth, \$1.25.
Mystery Woman, The. Mrs. Campbell Praed. Toronto: Cassell and Co. Cloth, \$1.25.
Henry Kempton. E. Brentwood. Toronto: Bell and Cockburn. Cloth, \$1.25.
House of Thane, The. Elizabeth Dejeans. Toronto: Thomas Langton. Cloth, \$1.50.
Hero of Herat, The. Maud Diver. Toronto: Bell and Cockburn. Cloth, \$1.25.
Impeachment of President Israel. Frank B. Copley. Toronto: Macmillan. Cloth, \$1.00.
Jean Christophe. Journey's End. Romain Rolland. Toronto: McClelland and Goodchild. Cloth, \$1.50.
Joy Bringers, The. Grace MacGowan Cook. Toronto: Musson Book Co. Cloth, \$1.25.
Judgment House, The. Sir Gilbert Parker. Toronto: Copp, Clark Co. Cloth, \$1.50.
Love's Soldier. O. C. MacKirdy. Toronto: Cassell and Co. Cloth, \$1.25.
Legend of Jerry Ladd, The. Roy Rolfe Gilson. Toronto: Musson Book Co. Cloth, \$1.25.
Land of Content, The. Edith B. Delano. Toronto: Thomas Langton. Cloth, \$1.50.
Mating of Lydia. Mrs. Humphrey Ward. Toronto: Musson Book Co. Cloth, \$1.25.
Mind Reader, The. Max Rittenburg. Toronto: Bell and Cockburn. Cloth, \$1.25.
Modern Fiction Library. Burning Daylight by Jack London; Jim Hands by R. W. Child; A Friend of Caesar by W. S. Davis; The Reign of Law by James Lane Allen. Toronto: Macmillan. Cloth, 50c.
Morning Glory. Helen Wallace. Toronto: Cassell and Co. Cloth, \$1.25.
Mr. Hobby. Harold Kellock. Toronto: Bell and Cockburn. Cloth, \$1.25.

Maxwell Mystery, The. Caroline Wells. Toronto: Thos. Langton. Cloth, \$1.25.
Necessity of Life and Other Stories. Madam Van der Goes. Toronto: Macmillan. Cloth, \$1.25.
Odd Farm House, The. The Odd Farmwife. Toronto: Macmillan. Cloth, \$1.25.
Peggy in the Rain. Ralph Henry Barbour. Toronto: Thomas Langton. Cloth, \$1.25.
Quarry, The. John A. Moroso. Toronto: McClelland & Goodchild. Cloth, \$1.25.
Red Harvest. Newman Flower. Toronto: Cassell and Co. Cloth, \$1.25.
Road of Living Men, The. Will Levington Comfort. Toronto: Thomas Langton. Cloth, \$1.50.
Roast Beef Medium. Edna Ferber. Toronto: Copp, Clark Co. Cloth, \$1.25.
Stella Maris. W. J. Locke. Toronto: Bell and Cockburn. Cloth, \$1.25.
Silence of Men, The. H. F. Battersby. Toronto: Bell and Cockburn. Cloth, \$1.25.
Sixty-First Second, The. Owen Johnson. Toronto: Copp, Clark Co. Cloth, \$1.25.
Sojourner, The. Robert Dull Elder. Toronto: Musson Book Co. Cloth, \$1.50.
Stain, The. Forrest Halsey. Toronto: McClelland and Goodchild. Cloth, \$1.25.
Stephen March's Way. Henry Herbert Knibbs. Toronto: Copp, Clark Co. Cloth, \$1.25.
Tackling Matrimony. George Lee Burton. Toronto: Musson Book Co. Cloth, \$1.00.
Thorney. Alexander Black. Toronto: McClelland and Goodchild. Cloth, \$1.25.
Traitor, The. F. Clifford Smith. Toronto: Wm. Briggs. Cloth, \$1.25.
Two Carnations, The. M. Bowen. Toronto: Cassell and Co. Cloth, \$1.25.
Uncle's Advice. Wm. H. Hewlett. Toronto: Bell and Cockburn. Cloth, \$1.25.
Vanishing Points. A. Brown. Toronto: Macmillan. Cloth, \$1.25.
White Shrine, The. Gerald Villiers-Stuart. Toronto: McClelland and Goodchild. Cloth, \$1.25.
Widcombe Fair. Eden Phillpotts. Toronto: McClelland and Goodchild. Cloth, \$1.35.
Wings of Pride, The. Louis Kennedy Mabie. Toronto: Musson Book Co. Cloth, \$1.30.
White Motley. Pemberton. Toronto: Cassell and Co. Cloth, \$1.25.
Woman's Love, a. Silas K. Hocking. Toronto: Cassell and Co. Cloth, \$1.25.
Within the Law. Marvin Dana. Toronto: Thomas Langton. Cloth, \$1.25.
Youth. New edition. Joseph Conrad. Toronto: McClelland and Goodchild. Cloth, \$1.35.

Non-Fiction.

American Syndicalism, The I. W. W. J. G. Brooks. Toronto: Macmillan. Cloth, \$1.50.
Adventures of War. Gibbs. Toronto: Bell & Cockburn. Cloth, \$3.25.
American Flower Garden. Neltje-Blanchan. Toronto: Thomas Langton. Cloth, \$5.00.
Bend in the Road, The. Truman A. De Weese. Miscellaneous. Toronto: Musson Book Co. Cloth, \$1.00.
Building a Home. H. W. Desmond and H. W. Frohne. Toronto: Thomas Langton. Cloth, \$2.00.
College Zoology. R. W. Gegner. Science. Toronto: Macmillan. Cloth, \$2.60.
Continents and Their People, The. Asia. A. H. Chamberlain. Geography. Toronto: Macmillan. Cloth, 55c.

- Clara Schuman: An Artist's Life.** 2 vols. B. Litzmann. Biography. Toronto: Macmillan. Cloth, \$7.50.
- Cyclopaedia of Education.** Vol. IV. P. Monroe. Education. Toronto: Macmillan. Cloth, \$5.00.
- Children's Classics Series.** Literature. Nursery Rhymes, 7c; Tales From Grimm, 7c; Poems of Child Life, 9c; Drake and Raleigh, 11c; Jack the Giant Killer, 7c; Little Red Ridinghood and Jack and the Beanstalk, 7c. Toronto: Macmillan.
- Development and Purpose.** L. T. Hobhouse. Philosophy. Toronto: Macmillan. Cloth, \$3.00.
- Discovery of the Future.** H. G. Wells. Toronto: Bell and Cockburn. Cloth, \$1.60.
- Edward Fairlie Frankfort.** Sir Hy. Wrixon, K. C. Toronto: Macmillan. Cloth, \$1.25.
- France.** Cecil Headlam. History. Toronto: Macmillan. Cloth, \$2.00.
- Golden Key Book, The.** Smeath-Hodges-Stevens. Science. Toronto: Macmillan. Cloth, 55c.
- Garden Flowers as They Grow.** R. E. Corke, F. R. P. S. Gardening. Toronto: Cassell & Co. Cloth-gilt, \$1.50.
- Industrial History of the American People.** J. R. Moore. History. Toronto; Macmillan. Cloth, \$1.25.
- Kipling's Works.** Pocket Edition. 20 volumes. Toronto: Macmillan. Cloth, each, \$1.25.
- Like English Gentlemen.** Author of "Where's Master." Miscellaneous. Toronto: Musson Book Co. Decor. Bds., 25c.
- Knowledge and Life.** Wm. Arkwright. Toronto: Bell and Cockburn. Cloth, \$1.25.
- Lyric Diction.** Dora Duty Jones. Miscellaneous. Toronto: Musson Book Co. Cloth, Charts, \$1.25.
- Letters to Unknown Friends.** Lyman Abbott. Miscellaneous. Toronto: Musson Book Co. Cloth, 50c.
- Motor-Boating for Boys.** Charles G. Davis. Juvenile. Toronto: Musson Book Co. Cloth, 50c.
- Mind and Health.** E. E. Weaver. Science. Toronto: Macmillan. Cloth, \$2.00.
- Memories.** Stephen Coleridge. Toronto: Bell and Cockburn. Cloth, \$2.50.
- Necessary Evil, The.** Charles Rann Kennedy. Drama. Toronto: Musson Book Co. Cloth, \$1.00.
- New Leaf Mills.** William Dean Howells. Historical Novel. Toronto: Musson Book Co. Cloth, \$1.50.
- Panama.** J. Foster. Travel. Toronto: Cassell & Co. Cloth, \$1.75.
- Principles of Prussian Administration.** H. G. James. History. Toronto: Macmillan. Cloth, \$1.50.
- Quebec.** Beekles Willson. Toronto: Bell and Cockburn. Cloth, \$3.00.
- Putumayo, The.** W. E. Hardenburg. Toronto: Bell and Cockburn. Cloth, \$3.25.
- Sirenica.** C. Leith. Toronto: Bell and Cockburn. Cloth, \$1.25.
- Scientific Auction Bridge.** E. V. Shepard. Miscellaneous. Toronto: Musson Book Co. Cloth, \$1.00.
- Sheep Farming.** J. A. Craig. Agricultural. Toronto: Macmillan. Cloth, 50c.
- Six Mediaeval Women, Of.** Alice Kemp-Welch. Biography. Toronto: Macmillan. Cloth, \$2.25.
- Social Conditions in Provincial Towns.** Mrs. B. Bosanquet. Toronto: Macmillan. Cloth, 35c.
- Truth About Socialism.** A. L. Benson. Toronto: Bell and Cockburn. Cloth, \$1.00.
- What Germany Wants.** Wm. N. Willis. Toronto: Bell and Cockburn. Cloth, 75c.
- Writings of John Quincy Adams.** Toronto: Macmillan. Cloth, \$3.50.
- Youth and Opportunity.** Thomas Tupper. Literature. Toronto: Copp, Clarke Co. Cloth, \$1.00.

Canadian Books and Authors

Something About New and Forthcoming Books—
Interesting Items About Canadiana.

The coming of the great geological Congress to Toronto in July is responsible for the publication of a volume soon to be issued from the press of William Briggs which will probably be entitled "Toronto and Vicinity." This work, which is being prepared under the auspices of the Canadian Institute, is one which will meet with favor from all those who are scientifically inclined, or who have a hobby in any kind of nature study. This work will treat of the natural history of this region, and is being prepared by experts, most of them being connected with the University of Toronto. Each Department of science will be treated by one of the best men to be found in that line of thought, for instance the geology of Toronto and vicinity is taken up by Prof. Coleman, and the fish life of Toronto and vicinity by Mr. Nash, the well-known authority on natural history, who also deals with the ornithology of the district. All lines of scientific investigation and thought are treated in this book, which will become a permanent handbook of the natural conditions of our city and vicinity.



Cassell & Co. will publish Theodore Goodrich Robert's forthcoming novel, "Two Shall be Born."

In the early fall the Copp Clark Co. will issue "Linked Lives," a story of Scotland by a new Canadian writer whose identity is not being disclosed.

Pan Canadian is the proper word to use in describing MacLean's Magazine. The contents of the May issue are especially strong in their appeal to Canadians.

Enos A. Mills, a Canadian writer, has written "The Beaver World," which McClelland and Goodchild have just published. The book has nineteen illustrations.

An interesting piece of news gleaned at McClelland and Goodchild's is the announcement that that firm will shortly publish "The Correspondence of Goldwin Smith," edited by Arnold Haultain.

For the last three years the Board of Trustees of the Toronto General Hospital have been engaged in the construction of what is said to be one of the finest hospitals on the continent, and it is expected that on May 20th the new buildings will be opened by His Royal Highness, the Duke of Connaught. Dr. Clarke, the Superintendent of the Hospital, seizing the opportune moment, has prepared a history of the old General Hospital which had its commencement during the war of 1812.

A MAGAZINE CLUB.

"My wife and myself are trying to get up a list of club magazines. By taking three you get a discount."

"How are you making out?"

"Well, we can get one that I don't want, and one that she doesn't want, and one that neither of us wants for \$2.25."—Washington Herald.

Rounds of the Bookfellow

Things Seen and Heard in the Wholesale and Retail Shops—Topics of Trade Interest—Downtown Newsdealers and the Newsboy Nuisance.

Toronto, April 15.—The action of the down-town newsdealers in protesting against the city permitting the sale of magazines by newsboys on the streets raises the question as to whether it would not be well to eliminate the newsboy nuisance altogether. The bootblack disappeared because the public favored the shoe shine parlors, but the noise of shouting boys is to-day greater than ever owing to the astounding development of the raucous voice by the present generation of newsboys.

Mouths are opened so wide as to eclipse even the prodigious jaw-expansion of "Snookums" of comic supplement fame and the roars that emanate are sometimes ear-splitting in their intensity. This plague not being sufficient, the public meekly allows the boys, to block the sidewalks and fling the papers in their faces.

At any rate, the legitimate news trade is worthy of more consideration and their recent protest is well founded. These merchants pay thousands of dollars a year in rent and taxes while the street sellers pay nothing.

The magazines and larger American journals form an important section of the booksellers' business, and the fact that they are discriminated against gives them cause for complaint. It is affirmed that the boys conduct a regular book business when they only receive the privilege to sell newspapers at the street corners.

John P. McKenna, who conducts business on Yonge Street, says that his expenses reach thousands of dollars annually, and he cannot see the fairness on the part of the city in permitting these boys to overstep their privileges. "Of course, the boys have got to make a living," said he, "but I cannot allow my business to go to rack and ruin because the city does not see fit to deal squarely by me. I have approached the Board of Control on the matter, and I obtained the usual answer, 'We will look into it.' I don't suppose they will make a move in any direction until I have lost my business. They don't move very quickly in the City Hall."

It is understood that a movement is on foot to amalgamate the retail book and magazine interests of the city, with a view to approaching the Board of Control asking for action to be taken to enforce the regulations of the city in the interests of the trade generally.

McLeod and Allen received the following letter from a Port Simpson news dealer:

"I am writing you a few line to ask you how to usa the Dream Book. Please send me the rules because we don't know how to usa it here and I ask you how much you sell the dream book each or dozen?"

This reply was sent:

"All you require is the dream and the book."

J. M. Dent, head of the firm of J. M. Dent & Sons, is expected to arrive in Toronto early in May to visit the Canadian branch office recently opened in Toronto. He will proceed on a trip through Western Canada as far as Edmonton, accompanied by Mrs. Dent. Mr. Button, manager of the Canadian house made the interesting assertion that this firm is to act as the Canadian agency for the Cambridge University Press.

Forthcoming books regarding which information was gleaned by The Bookfellow, at Musson's, include a new novel by Zane Grey, author of "Riders of the Purple Sage," which made such a hit last year. It is another Western tale, as indicated by the title "Desert Gold," and the men at Musson's prophesy big things for it.



F. F. APPLETON,

Who has been a member of the house staff at Musson's, now representing the firm on the road, covering the Western Provinces along with L. A. Gemmel.

An interesting new book brought out by this firm in April is "Scientific Auction Bridge," which is referred to by one past master of that game as the best book extant on this subject. Captain Ejnar Mikkelsen's "Lost in the Arctic," a history of the "Alambla" expedition is an exhaustive work of 418 pages with 111 illustrations, and is another of the new Musson books. Interest is added because it helps the reader to a better understanding of terrible experiences preceeding the heroic end of Captain Scott and his companions in the Antarctic. "Tackling Matrimony," by George Lee Burton demonstrates that "it requires courage and endurance of a different sort from that of the football field to tackle matrimony on eighty dollars a month." Two other late issues by Musson's are "Port of Adventure," by the Williamsons, and "Virginia," by Ellen Glasgow."

During the past month the Musson Book Company's annual import display has been attracting members of the trade to the King Edward Hotel, the show being in charge of I. L. Hobden and Harold Copp. The extensive and fine showing of holiday publications including an infinite variety of new offerings in calendars, pictures and greeting cards makes the show this year particularly interesting. One of the most satisfactory tendencies illustrated in the buying has been the increased attention paid to the higher-priced gift volumes—books selling at five dollars each and over—volumes such as the Arundel Library of Great Masters' to which "Raphael" has been added this year. Dicken's "Old Curiosity Shop," illustrated by Frank Reynolds, J. M. Barrie's "Quality Street," with pictures by Hugh Thompson; Poudre and Crinoline," by Sir Arthur T. Quiller-Couch, illustrated by Kay Nielsen, and "Vanity Fair," illustrated by Louis Baumer, are among the new offerings of this class. An important consideration in connection with books of this class is that they solve the problem of the puzzled young man who wants to give something not too expensive, yet really worthy and carrying with it something in the nature of a compliment to the artistic sense of both the sender and the receiver of the gift. Musson's exhibition will be continued until after the Booksellers' and Stationers' Convention.

Both "American Flower Gardens" and "Building a Home," issued this month by Thomas Langton, are profusely illustrated. The former contains 92 full page photographs.

"Bobbie, General Manager" is the book with which Henry Frowde's Canadian house is having the greatest success this season. The story in many respects suggests the Anne books of Miss Montgomery.

There is still a remarkably strong demand for "The Dop Doctor," published by this house several seasons ago. "The Hippedrome," by Rachel Hayward, is announced for early publication and the road men have great expectations for it.

R. H. Wilkinson has completed his Eastern trip in the interests of the English publishing houses of Heinemann, Methuen's, Frederick Warne & Co., T. Fisher Unwin and Seeley, Service & Co. He left in the last week of April on his trip to the Pacific Coast.

Harold Begbie's "Religion and the Crisis" will shortly be published by Cassells and in the fall this house will publish "The Evils of Eugenics," by G. K. Chesterton, a volume which many will await with keen interest as to the attitude he will assume on this subject.

An interesting volume which Cassells will shortly put out is "The Royal Academy Pictures and Sculpture for 1913." This book will be of special interest to British-born residents of Canada—people who were in the habit of attending these Academy exhibitions in the Old Land.

Reginald Wright Kaufman's new book, "Running Sands," is among the new issues of McClelland and Goodchild. Other new books put out by that house include Joseph Conrad's new novel, "Youth;" "Curable Diseases," by Dr. Woods Hutchinson, and "Children of the



ZANE GREY,
Author of Desert Gold.

Shadow," by Earnest Coulter, who is prominent in the "Big Brother Movement." Both "The Happy Warrior" and "Martha by-the-Day," have gone into four Canadian editions.

According to Mrs. Gene Stratton Porter, author of "The Harvester," "Girl of the Limberlost," "Freckles," and other widely read fiction, her next book, "Laddie," promises to be her masterpiece. Following her usual custom, it will be issued on her birthday, August 17th. Thomas Langton, the Canadian publisher, declares that the advance orders for Mrs. Porter's new book are unusually heavy, and ventures the opinion that more copies of "Laddie" will be sold than that of "The Harvester's" remarkable record.

"Concert Pitch" by Frank Danby will be brought out early in May by the Copp Clark Co. Another interesting announcement for early publication is Thomas Nelson Page's "The Land of the Spirit," described as colorful pictures of Southern life, the volume being a series of short stories. Thomas Dixon's "The Southerner" is to appear in June. The sub-title is "A Romance of the Real Lincoln." The same firm will at an early date issue another "Polly" book by Emma C. Dowd, under the title of "Polly of Lady Gay Cottage." John Reed Scott's "The Unforgiving Offender" is another novel down for immediate publication by this house.

Anatole France's works are experiencing a sharp revival as indicated by orders placed with Bell and Cockburn. Other books having particularly good sales there are Locke's "Stella Maris," Birmingham's "Dr. Whitley," "Zone Policeman 88," by Harry A. Frank, author of "A Vagabond Journey Around the World," Jack London's "Night Born" and the volumes of "The People's Books," of which Canadian sales of 30,000 copies are reported. On May 24th this house will publish Jack London's "The Abysmal Brute."



PERCY BREBNER,
Author of "The Little Grey Shoe."

The show room at Bell & Cockburn's has been an attraction for many members of the trade during the past few weeks and some interesting new items were to be seen there, notably the display of special bindings of John Lane's publications in ooze calf and crasse, in at least a hundred varieties. Another especially interesting new line here embraces the official military books and periodicals of the British Government now in the hands of Bell and Cockburn for the Canadian trade. Numerous books are included covering military education and training, army regulations, engineering and similar works affecting the Admiralty, these being supplemented by merchant shipping, meteorological and record works as well as miscellaneous titles dealing with more or less closely allied subjects. Considerable interest is being shown by news-dealers in "The Army Review," which publication is under the direction of the Chief of the Imperial General Staff.



BOOK CATALOGUES RECEIVED.

Canada in biography, travel, history, fiction, etc., is the name of a special list sent out by Macmillan's comprising titles selected from the different Macmillan catalogues. Two other new catalogues from this house are "Practical Books on the Farm and Garden," having 64 pages and the Spring Announcement of New Macmillan books, having 96 pages.



Office Equipment

Awakening Among Stationers

"They're a Lot of 'Dead Ones,' a Phrase no Longer Applicable. But There Are Still Many Laggards Who Seem to Think the Word Should be Spelled 'Stationary.'"

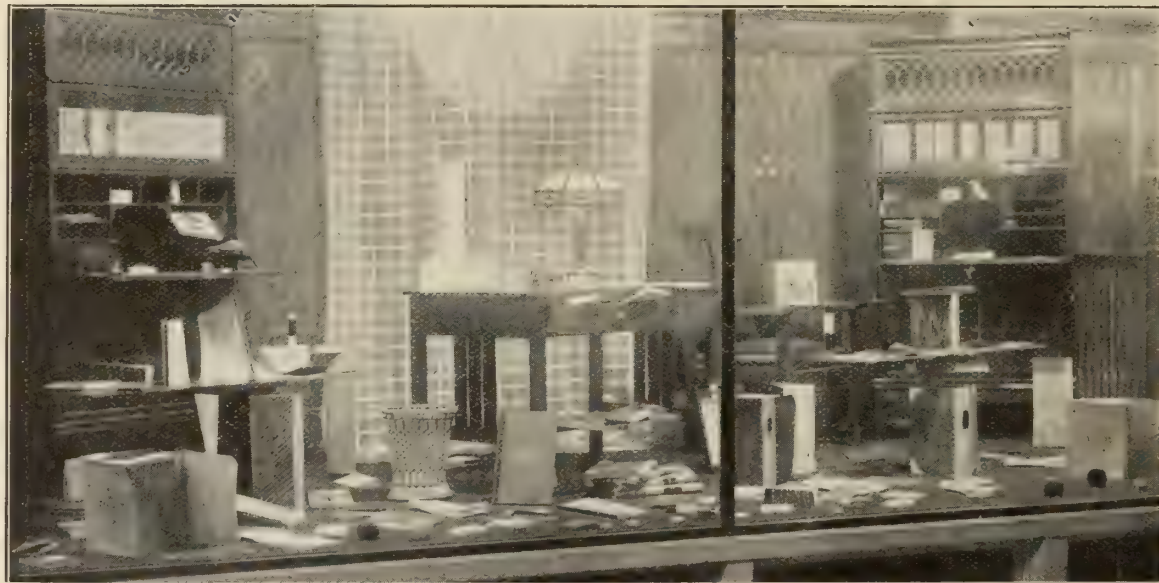
In considering the office supply field, retail stationers are prone to associate its possibilities for development with the large manufacturing concerns, insurance companies, etc., forgetful of the numerous other offices that will yield good business if intelligently canvassed. Every other merchant has his office, so has the doctor, the lawyer, the real estate man, the contractor and many other men. There are also the different municipal offices, and country officials in country towns. Consequently there is a most important sphere open to every stationer for busi-

"We are glad to find that quite a number of retail stationers appear to have had their interest awakened in the loose leaf and office equipment business by the articles which we have published, but there are still a very large number throughout the kingdom who are neglecting what is without doubt one of the most important lines in the trade. It is bound to become increasingly so in the near future, and it is the stationer who wakes up now, and seizes the opportunity, who will reap the greatest benefit from the development. It is no good waiting till your competitors have secured the cream of the commercial business. If you really do call yourself a stationer, it is time you sat up and took notice of the growth of the loose leaf line.

That business is growing fast, and in the next few years will grow even faster. The stationer is the natural channel through which the loose leaf manufacturer should supply his goods to the consumer, and it will be the stationer's own fault if other channels have to be sought.

Fair Manufacturers.

It isn't at all difficult to get a good grasp of the business if the aid of a good manufacturer is enlisted, and



Commercial stationery and book case display arranged by Fred L. Kickley, of McKinnon's, Limited, Weyburn, Sask.

ness expansion. Yet, there are many stationery merchants who are content to follow in the same old rut in which they have rotated year in and year out. These laggards are the men who are to blame for the aspersions sometimes cast that Canadian stationers are "A Lot of Dead Ones." Fortunately remarks of this nature are gradually lessening, due to the genuine awakening that has manifested itself among stationers, not only in the swift-moving West but in the "effete East" as well.

Conditions in Canada in respect to this branch of the trade are true also of England as indicated by the following from the last issue of "The Stationery World," of London:—

most of the latter are sufficiently alive to the fact now that it does not pay them to treat the retailer otherwise than with absolute fairness and consideration. There are at any rate half a dozen of the biggest firms who can be relied upon to help the retailer in every possible way, and to treat him absolutely fairly. If any retailer is in doubt as to whom to approach, let him write us and we will willingly put him in touch with a firm of manufacturers who will be only too happy to advise him and help him to make a start, and whose fairness of treatment we can guarantee.

(Continued on page 36)

New Goods Described and Illustrated

Paragraphs of Interest and Value Concerning Recent Introductions, Designed to be of Practical Benefit to the Retail Stationery and Kindred Trades.

THE KAISER'S CARDS.

The German Emperor has given to English society a novel and distinctive idea in the design of playing cards which has already become highly popular in London. The Kaiser recently gave a distinguished Englishman one of the packs in use at the Imperial Palace at Potsdam.

In this the Queens of the four suites represent Queen Mary, the Queen of Italy, the Czarina and the late Empress Elizabeth of Austria. The aces are represented by four of the most beautiful actresses in Europe, unnamed. The four kings are the Kaiser himself, King Victor, the Czar and King George, while the four knaves are four statesmen of European reputation. Lloyd George is almost invariably included among the four knaves.



NEW MODELING MATERIAL.

Permodelle is the name of a new modeling material recently introduced in England by A. G. Owen, widely known as a toy manufacturer. Shops in London and the provinces have been showing window displays of models made from this material and they have been proving effective trade winners.

Permodelle comes in twenty different colors.



THE CHILDREN DECIDED.

A scheme hit upon by Buntin Gillies & Co., Ltd., Hamilton, in their effort to produce School Blanks to please the children, was the Cover Design Contest inaugurated during the past year, open to all scholars, in order to determine just what style of covers they themselves would suggest. The list of winners appeared in a recent number of this magazine. An illustration of one of the new covers is presented herewith.

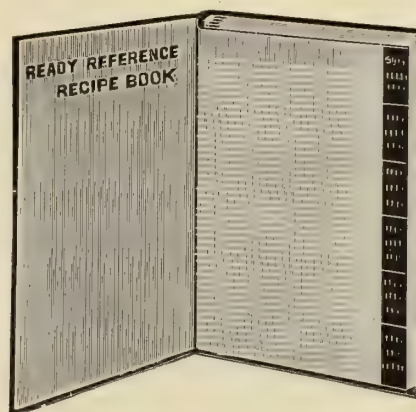
METAL FILM CLIP.

The advent of the developing tank, introduced to simplify the development of films in large quantities, created a large demand for film clips.

A new metal clip has been introduced by the Anseo Co., supersede the wooden being manufactured of brass



with a strong spring. It is equipped with two sharp prongs so that there is no risk of the clip becoming detached from the film during development in the tank. There is a hole in one end for use in hanging up the films to dry, and both springs and clip are heavily nicked to prevent corrosion from the developer.



The Ready Reference Recipe Book is a new introduction by W. C. Horn, Bro. & Co., of New York. This book has an index guide which enables one to locate readily the item required, such as sauces, fish, meats, etc. The interior is well guarded to admit of the pasting of receipts on the leaves. The paper being white and of a fine quality, can be written on as well.



CANADA ATTRACTS THEM.

The growing importance of the Canadian field continues to attract greater attention on the part of manufacturers who have hitherto developed trade in only the larger Canadian cities. A. S. Landsberg, of New York, manufacturer of the Elsinore lines of typewriter and manifold papers, index cards and other specialties, has concluded arrangements with F. E. Robson & Co., of To-

ronto, manufacturers' agents, to take care of the Canadian trade. In this connection it may be noted that a new item just added to line is Elsinore Manifold Parchment. Virtues claimed for this new paper are that it is very thin, but so strong that it will not tear away from the letter to which it is attached and so stiff that it will stand upright in vertical files, while the surface is chemically finished to take a carbon copy and not smut or rub from handling.



The "Silent Salesman" style of sales helps are ever increasing and two recent arrivals are illustrated herewith, cabinet and card assortment holders put out by the Centre Shaft Penholder Co., of Hanover, Pa. Bookseller and Stationer acknowledges receipt of several varieties of these holders, suiting various requirements, including rubber grips, thick holders and thin holders. But the principle feature of course is the centre-shaft idea de-



signed to prevent ink from reaching the fingers and permitting of the holder being laid on work without danger of blots.



A neat new catalogue illustrating and describing the Sengbusch line of ink-wells and emphasizing the latest improvements has just been issued and has just been re-



ceived. The accompanying illustration shows the movable parts all within the well in consequence of which they are prevented from drying or clogging, the self-closing feature of the well leaving no opening into which the air can enter.



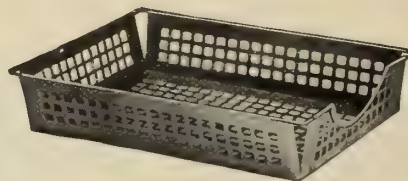
NEW STYLE OF SIGN CARDS.

There is always a demand for stock cards such as "For Sale," "Boy Wanted," etc. The William G. Johnston Co., of Philadelphia, have introduced a series of signs

closely resembling the enameled metal plate signs. They catch the eye, not when put to their ultimate use, but in the form of stock in the stationer's store. They can be most effectively displayed in store windows and dealers who have tried this method have developed many sales. The white letters on these signs stand out prominently from a black background. On account of the oily nature of the printing ink used and the large amount of black space, the signs are practically waterproof. The company say that they are now selling over 1,000 of the new style of signs where they sold ten before.



A new line known as "Natwire" electro-welded fabric waste paper and desk baskets has been introduced by



DEEP METAL BOTTOM

New Wire Baskets.

Warwick Bros. & Rutter, every joint being electro-welded, making each basket one solid piece. They come in retinned, antique bronze, and gun metal finishes. The metal bottoms in the gun metal baskets are copper oxidized, giving a rich contrast.



The store that says: "We treat all classes of customers alike" and then does it, will get the business. People in general like that theory when it is put into practice.

If you are not using price cards freely you do not know their value. Price cards will pay your rent, fire and life insurance and put something by for a rainy day besides.

**WHY DON'T YOU SELL THE PEN THE
USER WANTS?**

The Pen with the Magic Button

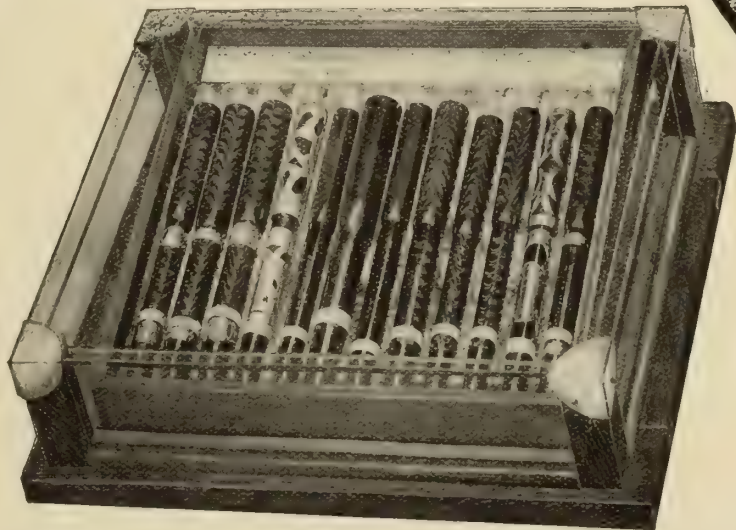
The "A.A." Self-filling fountain pen, for which there is no substitute, gives universal satisfaction.

Every bookseller and stationer handling our self-filler appreciates its exclusive selling features. There is no joint to stick, break or leak, the reservoir is guaranteed for two years, and our gold pens are furnished in such a wide variety of styles and sizes that you can suit your most fastidious customer. This pen has long since passed the experimental stage and has been perfected to such a point that we can absolutely guarantee satisfaction.

"A.A." PEN PERFECTION

is a standard of perfection maintained in ALL our pens.

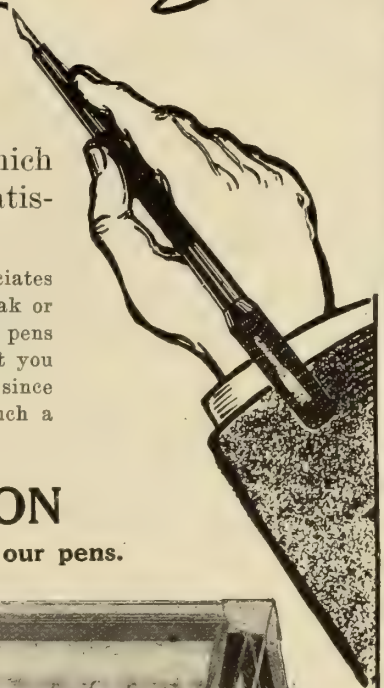
An attractive assortment in show case as shown here will be furnished dealers adding our line.



ARTHUR A. WATERMAN & COMPANY

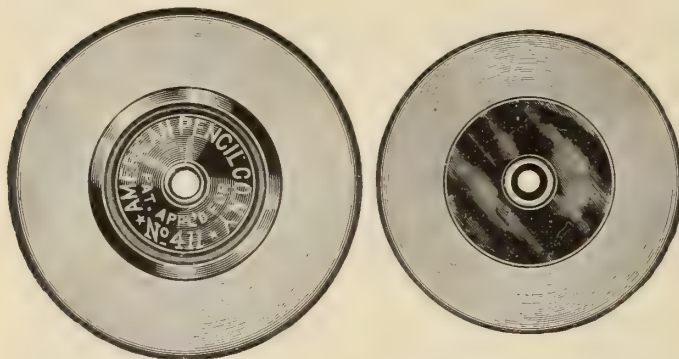
22 THAMES ST., NEW YORK

NOT CONNECTED WITH THE [L. E.] WATERMAN CO.



ELIMINATES WASTE.

These cuts illustrate the difference between the regular variety of circular typewriter erasers and the American Pencil Co.'s new "Nowaste" eraser, in which



is adopted the simple expedient of putting all the rubber outside the metal centre, instead of having a large portion under it. In the new eraser all the surface is exposed for use and waste has been eliminated.

**How One Dealer Sold Over
\$1400 Worth Of Pennants
In A Year**

The JUNE BOOKSELLER AND STATIONER

A FOLDING CHRISTMAS TREE.

Ernest Dudley Chase, of Boston, designer and publisher of novel greetings for every occasion, has secured a Design Patent on a Folding Christmas Tree. The idea came to him while working up an illustration of a Christmas



tree covered with gifts and after much experimenting he succeeded in evolving the complete idea. The tree comes folded and by simply opening it up and attaching a gummed flap at the base it stands as a miniature tree heavily laden with gifts.

CATALOGUES REVIEWED.

The dealer will find much information herein that he can turn to his advantage, for the progressive stationer could, if he would take the trouble, supply many calls which come naturally to him but which heretofore he has thought perhaps hardly within his province.

The Dennison Manufacturing Co. have just completed the distribution of their 1913-1914 Dealers' Catalogue,

many of the copies coming to Canadian stationers. The Canadian copies contain a Special Prize List, making the book all the more useful to dealers this side of the line.

The book in itself is an elaborate example of the printer's art, having 170 pages profusely illustrated. Many pages are printed in three and four colors, an insert of twenty pages showing, in eight colors, all designs of the firm's decorated Crepe Papers. There are also sample inserts of all shades of Crepe and Tissue Papers, Gummed Papers, Passe-partout Binding and many actual samples of embossed seals, etc.

From the Central Art Gallery of 44 Wigmore Street, London, England, comes their catalogue of sporting prints and engravings. There are illustrations of some 70 famous pictures after Alken, Pollard, Batolzi and Morland, of hunting, racing, boxing, coaching and other characteristic British sports. The sale for reproductions of old sporting prints, it would seem, will never grow less, this class being in demand wherever the English language is spoken. In addition to sporting prints this concern publishes a variety of other subjects.

THE STORIES OF . . .

**THE CONVENTION and
THE BUSINESS SHOW**

The JUNE BOOKSELLER AND STATIONER

AWAKENING AMONG STATIONERS.

(Continued from page 52)

Office Departments.

But loose leaf goods are by no means the only lines on which the enterprising retailer can secure a good profit. There are filing devices, index systems, punches, typewriter supplies, gummers and sealers, stamp affixers, carbon and other duplicating apparatus, adhesives, and a hundred and one other lines, all necessary in commercial life, and which are naturally things that the user looks to a stationer to stock. The multitude of such articles renders it perfectly possible for a retailer in a decent way of business to establish and maintain a department specially devoted to office goods, and experience has shown that where this has been done the best results have followed. It is, in fact, the only proper way of dealing with equipment goods, and in some of the larger provincial centres departments of this kind which have been established are of quite considerable size. A few of the bigger firms have even gone in for office furniture, including desks, tables, chairs and cabinets, but, of course, the average retailer would find such goods difficult if not impossible to handle. But the smaller and essentially stationery lines are not open to that or any other objection, and the best proof of their value as sellers is the experience of the men who have had the good sense to feature them—and the good luck to reap a substantial addition to their business thereby."

An ambition that stops this side of the grave is a weak one.

When you get a new idea about your business, don't put it away and say: "Some day I'll use that." Do it now!



LOOK

for the Elliott line of odd, unique and original productions for 1913—in

Tally Cards
Place Cards
Birthday
Greeting
Cards
Calendar Pads
Christmas
Cards and
Letters
Post Card
Calendar
Mounts
Party Invitations
Initial Stationery

Don't order until you have seen these goods.

THE
**CHAS. ELLIOTT
CO.**

North Philadelphia, Pa.

Canadian Representatives:
A. R. MacDOUGALL & CO.
42 Adelaide St., Toronto, Can.

THIS IS OUR IDEA ABOUT THE NAME "STANDARD"

You dealers who have noticed that certain items in our lines always bear the name "Standard" instead of some other separate name, should also know the reason.

There is a good reason. Every "Standard" item is the leader in its class as to greatest demand and biggest average sales.

To make it clear just notice these Loose Leaf items:

STANDARD Ledger Binders
STANDARD Complete Ledgers
STANDARD Transfers
STANDARD Stock Ledger Sheets
STANDARD Stock Ledger Indexes
STANDARD Sheet Holders
STANDARD Aluminum Clips

STANDARD Prong Binders
STANDARD Record Books
STANDARD Adjustable Punches
STANDARD Memo Books
STANDARD Price Books and Sheets
STANDARD Ring Books



SIGN OF QUALITY

Other items in our lines may retail for more money—or less. But every item with the name "Standard" is a real standard in its class. Each gives the greatest possible value for the money as against any competitive article.

Each will please your customer and bring him back for more.

And each carries a standard of profit that will help you establish a standard of prosperity.

As the Karat mark on gold proclaims its value, so the "Standard" sign in the dealer's store marks the quality of his stock.

Do you display a Standard sign? If you are a Standard dealer and "have not displayed your ensign to the public gaze," write for this new embossed metal sign—and do so at once."

It not only "Standardizes" your goods but SUGGETS SALES if put up in a conspicuous place in your store. It's a good-looking sign, too—you'll be proud of it.

Boorum & Pease Loose Leaf Book Co.

Makers of

"STANDARD" and "S & T" LOOSE LEAF DEVICES

MAIN OFFICE
109-111 Leonard St.
New York

FACTORIES
Brooklyn, N.Y.
St. Louis, Mo.

SALESROOMS:

109-111 Leonard St., Republic Bldg., 220 Devonshire St., 4000 Laclede Ave.
New York Chicago, Ill. Boston, Mass. St. Louis, Mo.

The best offer in blank books is a Frey patent flat opening book, bound in sheep ends and bands with Byron Weston's Paper.

CAMERAS & PHOTO SUPPLIES



How to Increase Business

Some Practical Suggestions for Encouraging Additional Sales and Widening the Scope of the Department.

Most of the book and stationery stores in Canada now include camera departments and what is more, most of them find the camera department the most satisfactory branch of the business by reason of the ever-increasing demand for these goods and the possibility of doing an immense volume of business on a comparatively small stock.

spring and summer trade in these goods. Give the question the consideration it deserves. You may have been handling cameras and accessories for years but has this department measured up anywhere near its possibilities? Better investigate thoroughly before answering that question and the probabilities are that you will come to the conclusion that you have only scratched the surface—the big pay streak has yet to be struck. Its there all right, so keep digging away.

Photography both for pleasure and for profit continues to widen in scope and its growth and development in the past decade reads more like a fairy tale than a statement of facts. The retailer's field is not restricted to the trade in supplies for amateurs because enthusiastic amateurs soon become semi-professionals and many of them eventually devote their whole attention to photo-



Patriotic camera window in Toronto retail shop of the United Photo Stores.

Among the many concerns engaged in the manufacture of cameras and photographic goods, are several whose products are in exceptional demand as the result of the effective manner in which their goods have been advertised. It is an easy matter for a dealer to ascertain which of these lines it would be advisable to handle and should he be unable to make arrangements with the makers owing to agency relations obtaining with some other dealer, there is no occasion to worry, for there are other high class producing firms who will welcome the opportunity of linking up with live local dealers and co-operating with them thoroughly to the mutual advantage of manufacturer and dealer.

This is the time of the year to begin planning for the

graphy as a means of livelihood, not in the same sense as the man who conducts a photograph gallery, but rather as a free lance, using his camera for varying purposes, as anticipated or unforeseen occasions arise.

For instance, press photography is a rich field for the free lance photographer. He may live in the most prosaic and apparently uninteresting village, but right at home he has ample opportunities for making his camera yield a harvest of profits. Besides press photography there is plenty of scope in connection with poster and general advertising requirements, and commercial work.

The dealer will do well to encourage those amateurs, who are the most earnest devotees and whose pictures are of outstanding merit, to go in for profitable photo-

Local View Post Cards

HUNT'S REAL PHOTO PROCESS

Toned Glossy and Mat Surface.
Are the finest cards in the market.

Customers' own subjects reproduced
in the best quality, at lowest prices.

— 250 each subject upwards —

PHILIP G. HUNT

Electric Automatic Machine.

Bromide Printer.

WORKS:

BALHAM,
ENGLAND

Export and Colonial Dept.:

34 Paternoster Row,
LONDON, E. C.

The largest producer of Real Photo.
Local Post Cards for the wholesale
trade.

Canadian Agents:

Menzies & Company, Ltd.

152-154 Pearl Street, TORONTO, Ont.

Send for samples and trade list and
place your orders NOW for next season.

PENNANTS

If you are interested
drop us a card for our
catalogue of 30 page
half-tone illustrations.
Pennants, Cushions,
Sweater Crests and Felt
Novelties, just out of
press. It will pay you.

Niagara Pennant Co.
Niagara Falls :- Canada



MORTON FOUNTAIN PENS

Are manufactured by
one of the pioneer
firms engaged in the
pen trade, and have
always maintained the
highest reputation for
quality. You can get
the facts about foun-
tain pens by investiga-
tion—adopt that course
and the result will

**PROVE
THE SUPERIORITY
OF**

MORTON'S FOUNTAIN PENS

That is the high ground
we take in appealing
for the trade of Can-
adian stationers.

Guard against being
loaded up with the in-
ferior grades of foun-
tain pens flooding the
American market.

Protect your trade by
selling THE MORTON
—The Pen of Highest
Grade.

MADE BY

J. MORTON
NEW YORK

CANADIAN AGENTS:

Menzies & Company
LIMITED

152-154 Pearl Street, :- TORONTO

IMPORTERS OF

Christmas Cards, Calendars, Ball Programmes,
Menus, Fancy Card Blanks, Ball Programme
Pencils, Post Cards, etc., etc.



graphy. Put a man in the way of making money and he will not likely forget what you have done for him.

Another good scheme for the dealer is to keep on the look out for one of these amateurs of exceptional ability and engage him to have charge of the camera department including a developing and printing room. There is big money to be made in doing the finishing work for amateurs who have not the time or inclination for it.

Doubtless the true amateur photographer is the one who takes up all branches of the work but most camera owners while delighting in taking snap-shots not for photography itself, but rather by reason of the associations kept alive by thus obtaining pictures of holidays, pleasure trips, picnics and other gatherings of a social nature.

The majority of these picture-takers do not want to be bothered with the developing and printing, but it is important that they should have the work done properly or they will not be likely to continue.

By engaging a capable amateur to have charge of this work bigger business and more satisfactory results generally are assured and there is the additional consideration that this employee may turn to advantage current events by producing post cards that will find a varying demand according to the importance of the events or subjects photographed.

There are still some booksellers and stationers who are still holding back and have not added cameras and photographic goods to their stores. Reader, are you one of these? If so, fall into line now and share in profits of this ever-increasing field.

If there is any particular phase of the question which causes you to hesitate, write the special service department of Bookseller and Stationer which is ever available to help dealers in contingencies of this nature.



In the Music Department

Interesting Trade Intelligence and Gossip About Men of the Trade—Important New Publications.

Frank Sparrow has opened a new music store at Arnprior.

E. S. Fisher has joined the selling force of Whaley, Royce & Co., Ltd., for whom he is now on the road.

Wm. H. Freeland, recently manager of the Mason & Risch Victrola department, is now with the Music Supply Co.

The Music Supply Co. report the arrival of a number of evangelistic records by the late General Booth of the Salvation Army. The firm are also featuring record albums of British make.

The head offices for Columbia Graphophone Co. in Canada, are now located at 363-5-7 Sorauren Ave., Toronto. The Columbia factory will also be located at the above address, and the plant is being removed from the old factory on Adelaide street.

"Who's Who in Music," is a new book of reference, under the joint editorship of H. Saxe Wyndham and Geoffrey L'Epine, published by Sir Isaac Pitman and Sons, Ltd. It will be found particularly useful as a companion volume to "Who's Who in the Theatre."

Messrs. Novello & Co. have issued a second edition, revised and entirely re-written, of "The Morris Book," by Cecil J. Sharp and Herbert C. MacIlvaine, in which the old-time dances performed by "The Morris Men of England" are carefully and sympathetically described. The fact that a new edition has been already demanded is a significant evidence of the extent to which the public interest in this form of entertainment has developed latterly.

RECENTLY COPYRIGHTED MUSIC.

"I'll Show You a Regular Time." Words and Music by Jack Smith and Moe Kraus. Waterson, Berlin & Snyder, New York.

"If I Were in Love With You." Words by Ed. Madden. Music by Gus Edwards. Jerome H. Remick & Co., New York.

"Rag, Baby Mine." By George Botsford. (Music.) Jerome H. Remick & Co., New York.

"La Brasiliana." Tango. By Sylvester Belmonte. (Music.) Jerome H. Remick & Co., New York.

"Wagner Couldn't Write a Rag Time Song." Words by Wm. Jerome. Music by Jean Schwartz. Jerome & Schwartz Publishing Co., New York.

"You Got to Rag It." Words by Cecil Mack. Music by William H. Farrell Waterson. Berlin & Snyder Co., New York.

"My Eskimo Queen." Words and Music by Jack Smith and Moe Kraus. Waterson, Berlin & Snyder Co., New York.

"That's Why I Never Go Home." Words by Bert Kalmar. Music by Harry Puck. Kalmar & Puck Music Co., New York.

"Royal Canadian." March Two-Step. Arranged by Boyd Sylvester. A. Cox & Co., Toronto.

"I'm Goin' Away." Words by Stanley Murphy. Music by Henry I. Marshall. Jerome H. Remick & Company, New York.

"Missing (Till the Sea Gives Up It's Toll)." Words by James E. Dempsey. Music by Johann C. Schmid. Jerome H. Remick & Company, New York.

"I am Getting Used to It." Words by Harry B. Lester. Music by Egbert Van Alstyne. Jerome H. Remick & Company, New York.

"Ashes of Love." Words by James E. Dempsey. Music by Johann C. Schmid. Jerome H. Remick & Company, New York.

"You're the Sweetest Rose that Grows in Old Killarney." Words by Earle C. Jones. Music by Egbert Van Alstyne. Jerome H. Remick & Company, New York.

"Bacchante." Valse. By Stephen O. Jones. Jerome H. Remick & Company, New York.

"Palm Room Ballads." By "Ernestine", Toronto.



HOW TO REMOVE OLD WALL PAPER.

A good way to remove old wallpaper, says the Scientific American, is to use the following solution: A thick pasty solution should be made by adding flour and a few spoons of salt into boiling water. After this is made, add a few ounces of acetic acid, which may be purchased at any drug store. This pasty solution should be applied with a brush to the old wallpaper in quantities. After a few minutes the old paper can be removed in great strips very easily and with very little dust or dirt.



The craze for Chinese effects is seen in some of the new papers, these papers have attractive, bold designs of birds and flowers, but are not as restful to the eye as the papers of neutral tints.

A specialty for a distinctly Chinese room or hall which may not be generally useful, but is worth noting for its uniqueness, was printed on a yellow background. The paper comes in 12 panels, each one different, but together making a complete representation of a Chinese tropical garden. The birds, flowers, palms and trees are in Oriental colorings.

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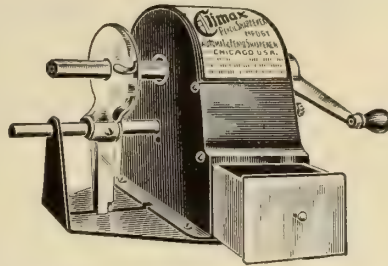
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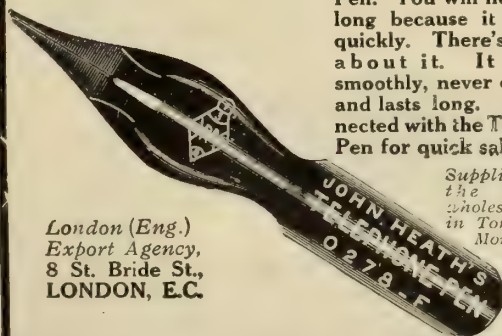
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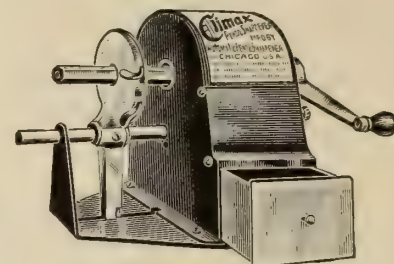
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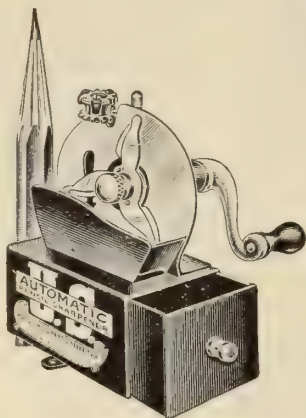
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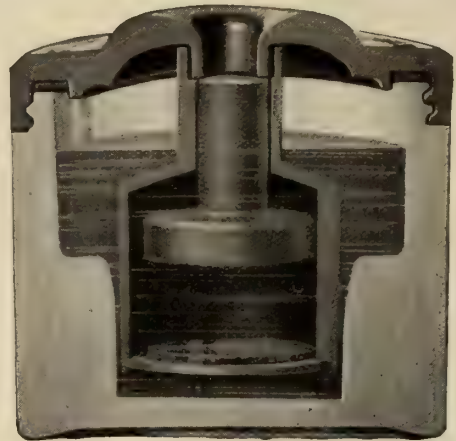
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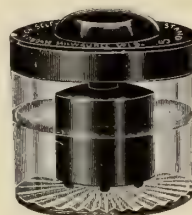
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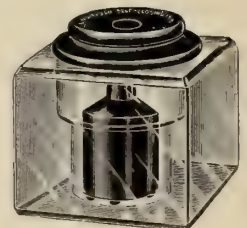
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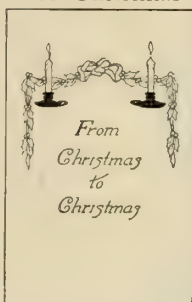
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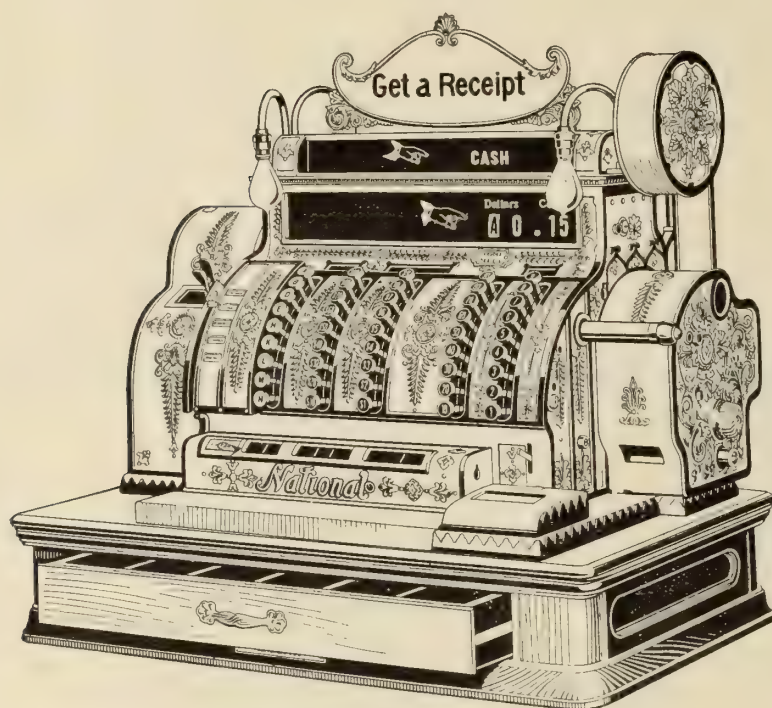
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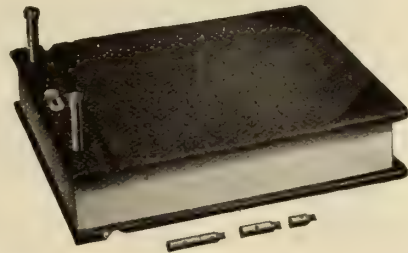
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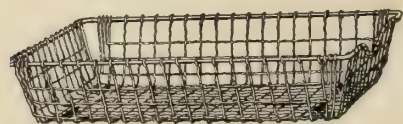
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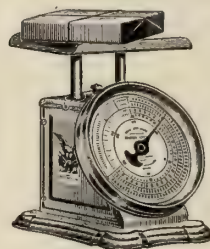
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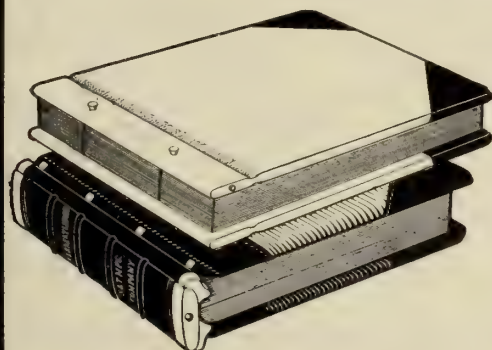
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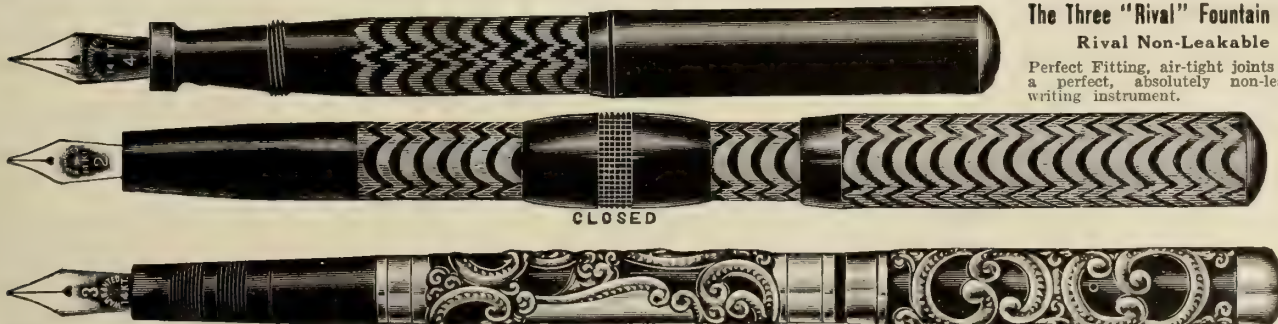
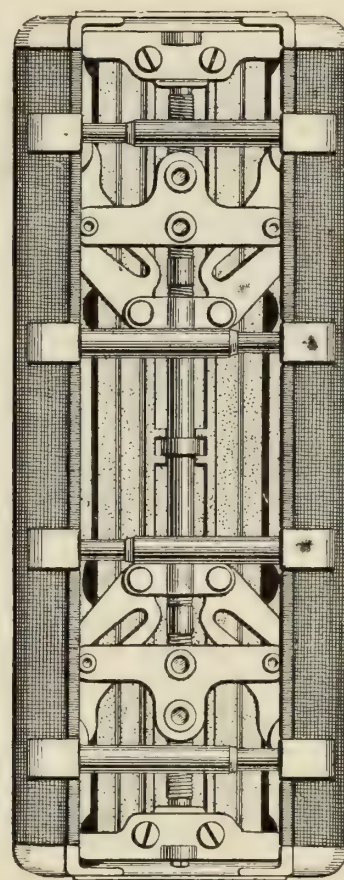
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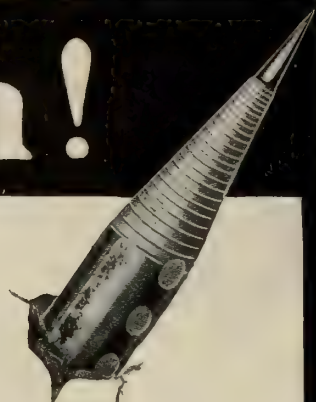
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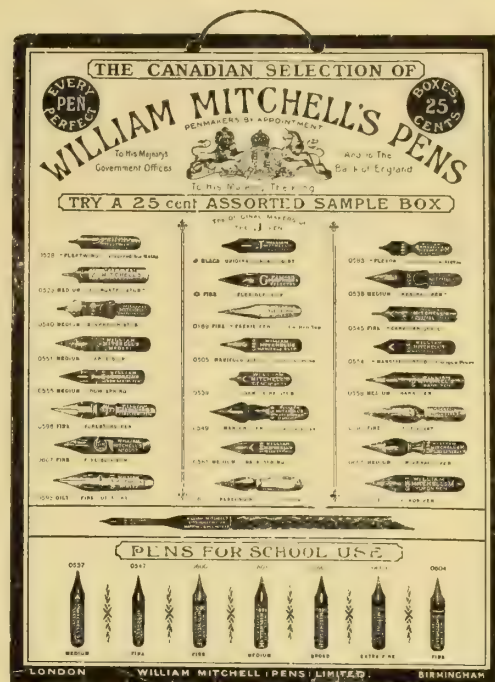
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VOL. XXIX.

PUBLICATION OFFICE: TORONTO, JUNE, 1913

No. 6.

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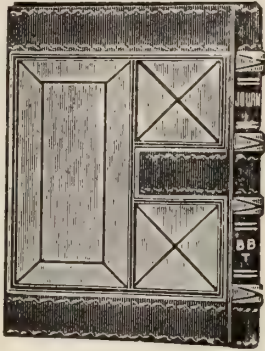
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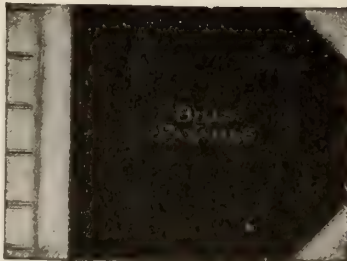
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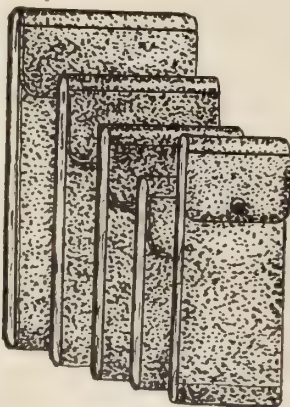


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Well, we are here with the goods—ask for samples. Chit Chat it may be—but he'll come if you send them.

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P. S.—If you haven't placed your order for Xmas. Thanksgiving and Hallowe'en—we can supply you from the tidiest ranges of cleverly worded artistically gotten up aggregation in Canada to-day—to sell at 5c to \$2.00 each—Sutcliffe Calendars Sell.



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By Henry Sydnor Harrison

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YOU can help us in adding to the interest and value of Bookseller and Stationer by contributing *ideas* and *suggestions*.

IN doing this you will be helping a great company of progressive business men—the merchants throughout Canada engaged in the book, stationery, fancy goods and allied trades. You in turn will benefit by the contributions of others.

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HOW IT WILL HELP US : By adding to the number of our valued contributors. By adding another pair of eyes, watching for valuable and interesting material to publish. By increasing the amount of good material available for publication.

What Shall I Write About?

THE book and stationery business—anything interesting and valuable concerning it. Methods of selling and buying. Schemes for increasing sales. Plans of your own that have succeeded. Ideas for window and counter displays. Effective stock arrangement. How to successfully develop certain departments. Suggestions for getting the best help from employees. These are only a few hints for contribution. If you have never written for publication before, you will find the new relationship both pleasant and profitable.

Editor, Bookseller and Stationer

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Catchy plots that hold the reader's interest right to the last line.

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Sixpenny Paper Bound Novels with attractive colored covers—clever, startling, captivating tales. Write TO-DAY for catalogue or better yet, SEND US YOUR ORDER TO-DAY. We will pick the winners.

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WRITE FOR FULL PARTICULARS IN REFERENCE TO "RETURNS."






IMPERIAL

NEWS Co., LIMITED

TORONTO, MONTREAL, WINNIPEG



The MacLean Publishing Co. in Europe

Something about the work in Great Britain and the Continent, together with a brief description of the London offices — The MacLean Publishing Co. a factor in Imperial trade.

FOR NEARLY 25 years the MacLean Publishing Co. have maintained a branch office in London to look after their interests in the British Isles and the Continent of Europe. Till 1904 this office was at 85 Fleet Street, but, as this building was demolished with several others in the Fleet Street improvement scheme, the company took offices at No. 88 on the opposite side of the street. Here, on the second floor of the fine building owned by the "Birmingham Post"—one of the leading British dailies—and overlooking almost the entire length of Fleet Street with its continuous stream of traffic, many newspaper offices, noise and bustle, the London Staff of the company keep in touch with the latest trade developments of the whole of Europe and the outlying parts of the British Empire.

During the last few years the European business of the company has grown to such an extent that the offices and staff have had to be doubled. Amongst European houses The MacLean Publishing Co. is recognized as an authority on Canadian trade and financial conditions and is frequently consulted by firms interested in the Canadian market and those wanting to secure a foothold in the Dominion.



E. J. Dodd, manager of London office of The MacLean Publishing Co.

The offices now consist of an entire flat of four rooms. Of the front two, overlooking Fleet Street, one is Mr. Dodd's private office and the other is occupied by the stenographers. The rooms at the back which look out on to St. Bride's Church, and grounds, famed for its graceful spire, are devoted to the accounting, subscription and travelling staff.

The company's representatives cover the whole of the British Isles at frequent intervals, thus insuring the information about various industries and manufacturers which is kept on file at the office is always up-to-date. Manufacturers and traders in all parts of the Dominion constantly write London office for information and advice, whilst Canadian visitors use the offices freely and have their mail addressed there if they wish.

British manufacturers are doing an increasing trade not only in Canada but practically all other markets. A big portion of this business is done through export merchants and shippers in London who act as buying agents for foreign houses. Goods advertised in MacLean's papers are not infrequently enquired for by the London merchants who have received enquiries from their clients in various countries. The circulation of MacLean's papers amongst British Export Merchants is being cultivated and

Canadian manufacturers using publications of the firm will find this circulation of the greatest possible value if they are looking for export business.

In addition to the circulation amongst British merchants an increasing number of MacLean's papers are finding their way to British Dominions and foreign countries, including Australia, New Zealand, South Africa, India, France, Germany, Italy, Spain, and Switzerland, Russia and Turkey.

READY FOR IMMEDIATE DELIVERY

FIFTY different designs including Coats of Arms and other subjects of National interest as well as humorous and other novel designs, each with a folding strip of a dozen local views of your town.

WE have in stock now, strips of views covering practically all the towns throughout Canada so that immediate delivery can be assured.

THIS is the distinctively novel idea in the post card trade this year and it's

The Best Five Cent Item Available

THE accompanying illustration is half the actual size. This new line sells to the trade at \$3 a hundred and \$25 a thousand. They will be "best sellers." Place your order and get these good lines without delay.

Other New Post Cards

THIS year the Valentine Series contains an extensive new range of fancy cards including:

LOVE SCENES IN COLOR
COMIC LIFE PICTURES
POPULAR COMICS
LOVE SCENES IN FIRELIGHT EFFECTS
CHILDREN'S STUDIES
ANIMAL STUDIES
BIRTHDAY CARDS
SCOTCH COMICS
WOODLAND AND WATER SCENES
FAMOUS PAINTINGS
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WONDERLANDS OF CANADA
OCEAN TO OCEAN
NIAGARA, ROCKIES, ETC.

Still Another Winner

is the New Real Photo Series of Local Views to sell at 2 for 5c. Available in gross lots of each view for Quick Delivery.

These Are Great Tonics For Your Post Card Trade.

The sooner you get them the sooner will the benefit be yours in increased sales, more profit and a better reputation than ever for carrying the good new productions in post cards.

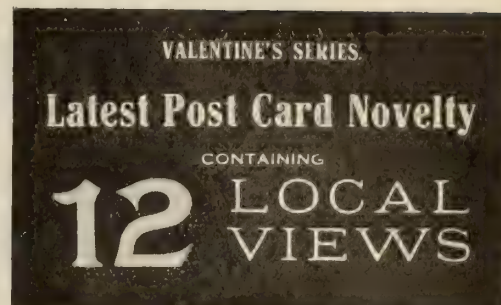
The Valentine & Sons United Publishing Co., Limited

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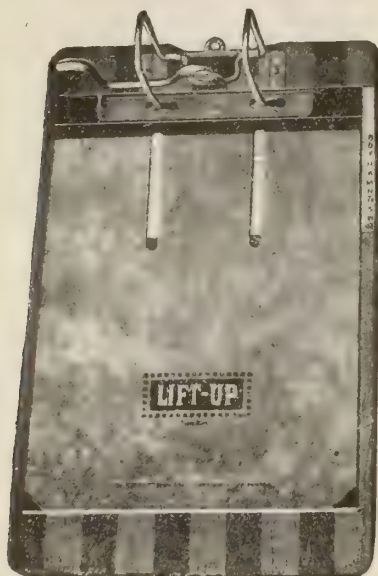
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THE COMPLETE SUPPLY HOUSE

THIS MONTH WE FEATURE A FEW
ATTRACTIVE AND PROFIT-PROMISING
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Operates with one hand—introducing a new principle of arch file construction — arches handsomely nickled, striped wood board, complete with board, arch, index, compression cover and hanger. Made in regulation and note sizes.

Trade Prices:—\$4.00 per doz.; in 3 doz. lots, \$3.75 per doz.; in gross lots, \$3.60 per doz., or \$44.20 per gross imprinted.



DESK PERFORATOR

With or without Reservoir.

This new machine represents the acme of perfection in Perforators.

This is a line which every dealer should immediately introduce to his office trade.



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The Wonder of the Business World
100 sheets to the Box.

Retails at \$1.50 a Box.

Special quotations on quantities.

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Here is an interesting new line that will win trade. Bound in a new waterproof and durable material and handsome in appearance.

One-on
\$2.75 per dozen

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\$5.40 per dozen

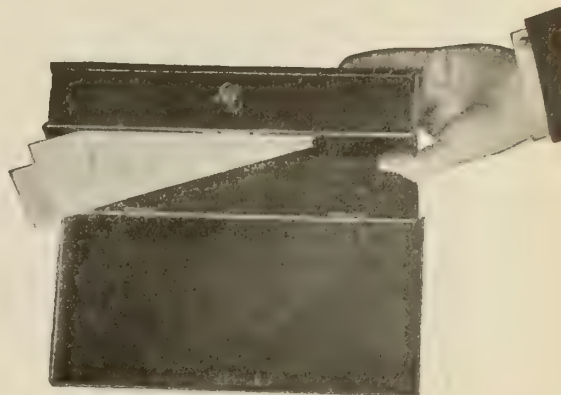
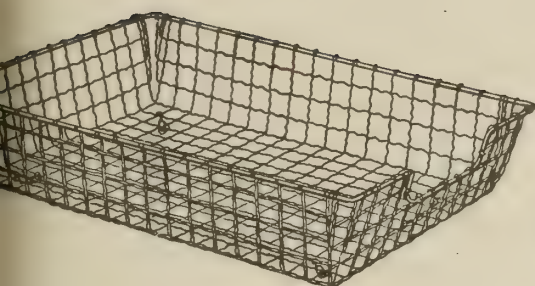
Three-on
\$7.80 per dozen

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EXTRA DEEP BASKETS

A Durable Wire Basket

Eleven by Sixteen Inches
and

Five Inches Deep

Has Rubber Feet—Cannot Scratch
the desk.

This will be an exceptionally good
Seller.

SURETY BOND BOX

A substantially made and handsome appearing Box to retail at a Dollar.

Trade Price \$7.20 or \$6.60 in 3
dozen lots.

To show them is to sell them.

DEED BOXES

Made of Japanned tin with first-class locks, two keys, side handles. British make.

In four sizes:—

14 inch	\$1.75
16 inch	2.25
18 inch	2.50
20 inch	3.00

CRUCIBLE PENS

There are now 25 numbers in this series—the best steel pens in the world. Various Points to Suit Different Hands—Popular types that will meet with the ready approval of your customers.

Complete Your Stock by Adding the New Numbers.

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Valentines—a choice selection of exclusive ideas and designs, in photogravure and hand colored.

Post Cards—25 subjects, artistic, sentimental, and refined comic.

Mounts at 10 and 25 cents.

Folders, in red envelopes, to retail at 10 and 25 cents.

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Ideal Heads and Mottoes, in red folders, to retail at 35 cents.

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IN PHOTO SUPPLIES

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Why not put in a shelf or so of Wellington goods—they sell quickly, require no handling beyond handing them out? Very handsome showcards go with the goods.

Let us write you the whole proposition—the line gives you a good margin of profit.

Wellington & Ward
MONTREAL



Mainly About Ourselves

CHECKING THE GOOD POINTS.

A good way to read the trade paper is with a pencil in one hand to check off, point by point, the most important features of the contents—ideas and suggestions presented in the reading pages and items in the different advertisements covering the dealer's requirements, going completely through the paper in this manner will provide a time-saving guide to the contents of immediate value to the reader. This systematic method of reading will also act as a guard against overlooking some particular point that might mean loss of money, by missing sales that might result from following that lead—not to mention the likelihood of allowing a more observing competitor to get the inside track, enabling him to score a distinct gain in the race for trade.

The busiest and most successful merchants are those who recognize the importance of keeping in thorough touch with every thing in the trade, and the trade paper naturally receives the most careful attention. The man who says he hasn't time to read it is almost without exception the merchant who is woefully behind the times. He isn't lazy, for behold his nervous haste! But what does he accomplish? Too often he is simply running fast and getting nowhere, because he is a treadmill. Frequently he occupies himself for hours at a time at five or ten dollars a week routine work that he should leave for employes to do while he bends his efforts to actual business building—and under that heading comes the systematic reading of the trade paper.

Bookseller and Stationer provides a basis for co-operation on the part of

different members of the trade—retailers, jobbers, manufacturers and publishers that will make for the advancement of the best interests of all.

Bookseller and Stationer is a clearing house of business ideas. The enterprising dealer will cash in on these ideas watching each issue for suggestions for new lines of action.

The young clerk should read the Bookseller and Stationer because it will make him worth more to his employer and for that same reason the merchant should encourage his clerks to read the paper.

Merchants and their assistants are invited to write the editor with suggestions to be dealt with in practical paragraphs published from month to month. Perhaps you do not agree with certain of the schemes approved and new plans advocated. If so by all means let us have your criticisms, the more thoroughly trade questions are threshed out the better will be the ultimate result. The earnest and honest critic will always find a glad hand extended to him here.

CONCISE AND RELIABLE.

Salmon Arm, B.C., April 14, 1913.
Bookseller & Stationer,
Toronto, Ont.

Dear Sirs:—

Enclosed please find money order for \$1.00 for Bookseller and Stationer for one year. My subscription has just expired, and I find it contains some valuable suggestions. I find not only your spring number (just to hand) but each successive edition contains concise and reliable helps.

Yours for continued success in your publication.

A Bedford.

The Demand throughout Canada for

Stephens' Ink

always large, is rapidly increasing. No progressive Stationer's stock is complete without a liberal supply of Stephen's Blue Black Writing Ink in all sizes.

Any of the following Wholesale Stationers will be glad to supply you:

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Brown Bros., Limited, Toronto
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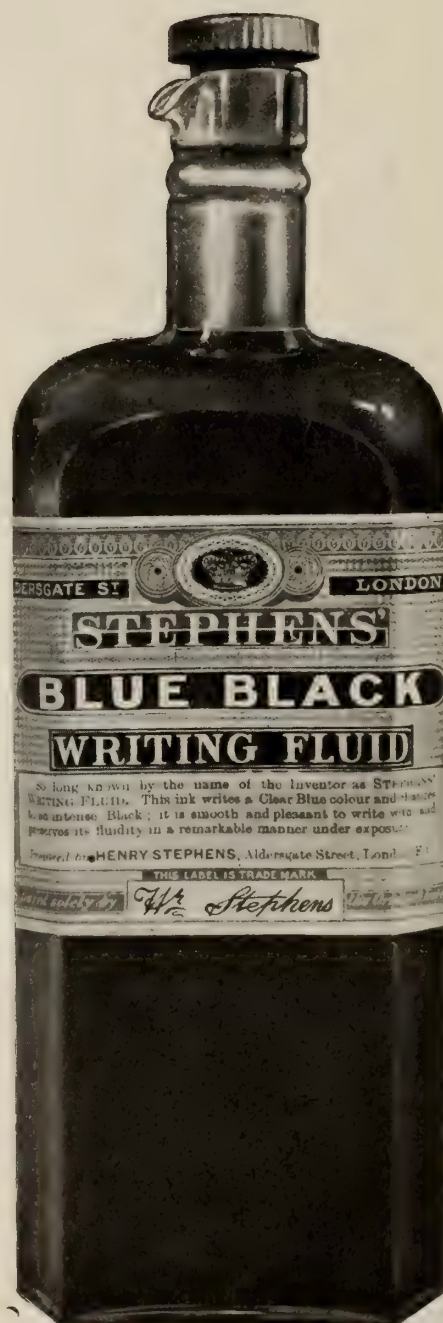
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Sole Agent for Canada



Booksellers and Stationers Organize

To Meet Again in August.

Although complete re-organization of the Booksellers' and Stationers' Section of the Retail Merchants' Association of Canada, did not result at the meeting held in Toronto on April 28th, definite steps were taken to have that end realized in August. A. Grigg, of Pembroke, chairman; W. K. Ireland, of Owen Sound, and Geo. E. Copeland, of Windsor, being appointed to act with the secretary Trowern and the executive officers to forward the preliminary work in order to ensure a good attendance and a successful convention on Thursday, August 28th in Toronto, in the first week of the Exhibition, when special fares will be in force and a time when the men of the trade are naturally attracted to Toronto.

Among the resolutions adopted was one to ask the wholesalers and publishers not to sell goods to any others than the book, stationery and allied trades and not to sell to Public Libraries and Sunday School libraries or to school boards, excepting through the trade.

Another resolution adopted was:

"That the secretary communicate with the American and British Booksellers' Associations to ascertain the details of the methods adopted by them to establish the net price system in the selling of fiction and other books and that the publishers be approached with a view to having them put this system into operation in Canada."

The secretary was instructed to place the following statement of facts before the annual convention of the Retail Merchants' Association of Ontario held on April 29th and 30th.

"Some few years ago the Ontario Government decided that they would make a change in the system of publishing school books. They considered that the publishers who published the school books, at that time were charging too much for them, and after changing the character of the books, they advertised for tenders, and they gave the tender to the T. Eaton Company, for a term of years. In the contract, they made with this firm they made a stipulation as to the price that single copies of the various books should be sold at. The prices they so stipulated are so low that the booksellers cannot afford to sell them, and the result is that the great army of booksellers throughout Ontario, if they desire to accommodate their customers with these books, are forced to be practically unpaid agents of the Government, selling goods at less than cost price in order to give the Government an opportunity to advertise themselves as being public benefactors at the expense of those retail merchants who are voters and taxpayers of the community a great injustice, in order to attempt to help another part of the community.

In view of this fact, and in view of the fact also that this same system that has been imposed on the booksellers and stationers of the province may in another form be practised upon other retail lines of trade, we ask this convention to take whatever action they may deem necessary in order to acquaint the entire retail trade of these facts."

This resolution was unanimously adopted at the general convention of the retail merchants.

The attendance of booksellers and stationers was discouraging as to numbers and the impression was that the date was not an opportune one. The faithful few, however, set to work with commendable loyalty and there is good promise that the results of their deliberations and resolutions at this meeting will eventually lead to thorough re-organization and the building up of an association that will be a real source of strength to the booksellers and stationers of Canada.

Due notification will go to all members of the trade

regarding the meeting to take place on August 28th and steps taken to assure a representative gathering on that occasion.

The General Convention.

President A. Weseloh, of Berlin, in his address following the opening of the fourteenth annual convention of the Retail Merchants' Association, of Canada, Ontario Board, referred to the uniting of other interests, such as labor, manufacturers and wholesalers, farmers, etc., as constituting a danger of unfair encroachment upon the scope of the retailers, not through wrongful intention, but ignorance of the conditions retailers have to contend with, conditions known only to themselves. This was one of the strong reasons for general organization of the various retail interests and membership in the association should be deemed a necessity in the light of protection and considered in the same manner as the merchant regards fire and life insurance.

It was most advisable that a strong organization should be maintained to be ready for work when it is most needed—prepared for any emergency.

The president reviewed the past year's work referring particularly to the successful combating of the proposed "Bulk Sales Act" in the recent session of the Ontario Legislature.

The Executive Committee, dealing with Provincial Legislation, submitted that:

"Defence from an iniquitous system of taxation," was one of the problems to be dealt with. The business tax in Toronto at present is 25 per cent. In outside places it is 30 per cent., where population is above 10,000, and 35 per cent. below. "We are paying the highest rate of assessment in the world," the secretary maintained, "and on top of that we have this business tax. We asked, not for a total abolition all at once, but for a reduction all over the province to a 10 per cent. flat rate. The committee is quite satisfied with what we are going to get next year. One thousand merchants in Toronto have promised the association 25 per cent. of the saving to the association.

The proposed Workmen's Compensation Act was dealt with. The committee had taken the ground that the retail merchants should be exempted from having to pay for support of sick and poverty-stricken workmen. Merchants have no dangerous machinery and nothing to injure a workman, and the question was why should they be called upon to pay anything? The bill has not yet gone through, but is held over until next session.

This report also dealt with the proposed Bulk Sales Act and a lengthy discussion as to the advantage of such an act, but dropping the objectionable features of the one which was successfully blocked in the recent session of the Legislature, ended in the reference of the question to a special committee to comprise the executive and one representative of each of the branch associations.

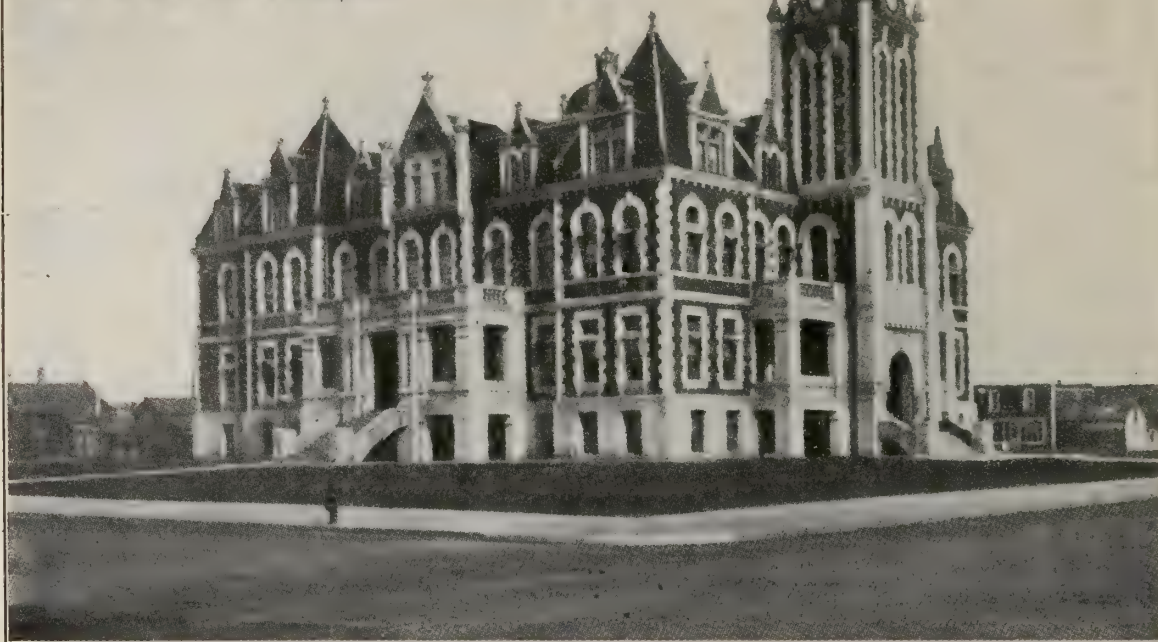
A resolution was adopted advocating the establishment of a Department of Trade by the Ontario Government, in the interests of the retail merchants.

Another resolution asked that the attention of the Government be called to what were believed to be "false and misleading statements" by co-operative societies.

The prospectus of a society in Peterboro' was read in part, in which it was stated that nine organized societies in Canada had in 1910 made \$46,201.61 on an investment of \$53,416.66. At the same time, it was claimed in the prospectus that the existence of a multiplicity of merch-

Continued on page 42

WESTERN RETAILERS ORGANIZE



Exterior view of the Regina, Sask., City Hall, where 600 Saskatchewan business men met in conference last week and formed an Association.

At what was probably the largest gathering of merchants ever held in Canada, a Saskatchewan Retail Merchants' Association was formed last week in Regina. Almost 600 delegates attended from all parts of the province and for enthusiasm no meeting could have been more marked. One of the best and most far-reaching results will be a more careful system in the extension of credits throughout the province. In fact many dealers have been induced by the discussion to sell for cash in future.

A pleasing feature of the convention was the length of time given to treatment of business problems such as buying, selling, extending credit and cash system. Too often the entire time of gatherings of this kind is taken up in discussing only legislation affecting the trade. Bright things are in store for the men who have become associated with this new organization if every one—officials as well as those in the ranks—will lend their best efforts to its success, at home as well as at the annual conventions.

Special Staff Correspondence.

REGINA, SASK.—The West has a reputation for large things, and it, therefore, seemed likely that the gathering of Saskatchewan business men, arranged for Regina, would prove a thorough success. It is doubtful, however, if even those who worked so hard to make possible this series of meetings had any idea that the retailers would attend in such large numbers, or that they would show such great enthusiasm. It is doubtful, indeed, if a better business gathering has ever been held in Canada. Nearly 600 dealers registered, and at no session did the numbers in attendance fall below 300.

This large attendance, the care with which the programme had been arranged, the thorough study given their subjects by the various speakers, and the

Western vim which all present showed in taking part in the various discussions, made the gathering exceedingly profitable. What the full outcome will be, of course, remains to be seen, but certainly all in attendance got ideas which can hardly fail to be of the greatest value.

Take it for all and all, probably the note struck in favor of a cash system was the feature of the convention. A number of those present declared their intention of adopting this method of doing business. Others determined to watch credits more carefully.

The great result of the gathering as far as it can be seen now was, of course, the formation of a Saskatchewan Retail Merchants' Association. This is

affiliated with the Dominion Association, the charter secured by Saskatoon merchants some little time ago having been handed over to the new provincial body.

Already it has been evidenced that the Saskatchewan retailers intend taking a hand in the making and amending of laws. At one of the convention sessions Norman MacKenzie, K. C., of Regina, delivered a striking and remarkably practical address on Commercial Law. He suggested two or three reforms for which the retailers might commence work at once, and the newly-appointed executive of the newly-formed association wasted no time in considering the best means of securing these reforms. It seems likely that the Provincial Government will hear from this body before many months have passed.

A GENERAL VOTE OF THANKS.

At the final meeting, where formation of the provincial association was the main item of business, W. C. Painter, of Tantallon, seconded by H. R. Veals, of Ituna, introduced the following resolution of thanks:

"That this convention extend a hearty vote of thanks to the cities of Regina and Moose Jaw, the Press, the committee in charge, the several speakers, and all those lending assistance toward the bountiful provisions made for our entertainment and instruction. That we, the retail merchants of Saskatchewan present, appreciate this, and will endeavor to do our part towards the attainment of some of those ideals pointed out by the various speakers redounding to the benefit of ourselves, our customers, our province and our own fair Canada."

This was enthusiastically passed, and A. M. Nicol, who had acted as secretary during the entire Convention, was called upon to reply. It was, he believed, the general opinion of the outside public that never had a more business-like gathering been held in Saskatchewan. He hoped that at some later date the association would meet in the capital city again.

QUESTION OF AFFILIATION.

The actual work of forming the association at once started a discussion as to the advisability of affiliating with the Dominion body.

W. C. Painter held that there was nothing to be gained by connection with the Dominion organization. He remembered that the Dominion body had sent 500 members to Ottawa opposing a co-operative Act which had really been in the interests of the farmers of the West, and so indirectly of the Western merchants. It was finally decided, however, that the association's influence in Saskatchewan would not be decreased at all were it to affiliate with the Dominion body, and that the outside influence might be greater.

THE ELECTION OF OFFICERS.

This conclusion being reached, the election of officers at once proceeded, J. L. S. Hutchinson, of Sas-

katoon, proposing F. J. Bole for president. The suggestion was received with enthusiasm, motion at once being made that nominations be closed.

"I don't accept this position lightly," said Mr. Bole, in thanking the delegates for their confidence in him, "but I do feel so sure that good work can be done by this organization that I think I am justified in taking the office. We can be a great factor in bettering the conditions of the whole country.

"This is a representative gathering," continued the new president, "and I hope the policy will be adopted of shifting the conventions from centre to centre, so that all will get the greatest benefit. In conclusion, I would say that I intend to give the time necessary to make this association a success."

MOOSE JAW NEXT YEAR.

T. G. Agnew, 1st vice-president, and J. L. S. Hutchinson, treasurer, were quickly elected, when arose the question as to the next place of meeting. The merchants of Moose Jaw had been exceedingly helpful in making the present gathering a success, and it was felt by a good many that they deserved the honor of the next convention. On the other hand, a number believed the gathering should next be held in the north, and Saskatoon was mentioned. The Saskatoon delegation would like to have had the gathering too, but showed themselves good sportsmen by stepping down and themselves proposing that Moose Jaw be the next meeting place.

A wire was received from the Mayor and the president of the Board of Trade of North Battleford urging that the convention meet there in 1914, but on a vote it was determined that Moose Jaw should get the gathering.

PROCEEDINGS ON OPENING DAY.

The proceedings of Monday afternoon were largely formal, yet even in the addresses of welcome—too often mere expressions of good-will—notes were struck which gave evidence that the convention would be one of the greatest importance. It became apparent that the men had gathered not only with the object of hearing others speak, but of voicing their own opinions upon the various matters. It became evident, indeed, that there would be some high thinking and plain talking.

S. G. Burton, chairman of the committee which has for some time been preparing for the convention, very briefly opened proceedings. The gathering, he thought, a happy idea. There are subjects of vital importance to business men. This year these have been more important than usual. At the convention many of these subjects were to be treated carefully, and good could not fail to result; but the greater good would come from a free discussion upon these subjects.

THE CITY'S WELCOME.

Mayor Martin, extending the civic welcome, remarked that he could not give the delegates the key

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TRADE ORGANIZATION.

Notwithstanding the fact that only a small company answered the call for a convention of booksellers and stationers, there is genuine promise in the action that was taken and the small group of earnest members of the trade who gathered and stuck to their guns in spite of untoward circumstances, are entitled to the support of the trade in general in their determination to carry through to ultimate success this movement toward thorough re-organization. Secretary Trowern was instructed to send out a letter to all members of the book, stationery and allied trades and it is to be hoped that these merchants throughout the country will respond with assurances of their support and that they will be seized with a sense of that responsibility which rests upon each member of the trade in order to ensure a successful organization.

The school book question was discussed pro and con, but the feeling of the meeting was that present conditions were in such a state that it would be futile to spend time in protests except in so far as they could stay an extension of these evil conditions. To that end a resolution was passed on to the general convention of The Retail Merchants' Association, being adopted by that body. This action is evidence of the value of a general organization embracing the various branches of the retail trade and our readers will be interested in the proceedings of that convention as reported in this issue of Bookseller and Stationer.

* * *

One of the most promising developments of the meeting of the booksellers was the decision to approach the booksellers' associations of Great Britain and the United States to learn just how the net system of bookselling was brought into force in those countries, the object being to co-operate with the Canadian book publishers in having the net price system adopted in this country, if it is feasible.

* * *

Retailers would do well to spend a little time in studying labor's system of organization. We do not mean to commend the sometimes questionable and brutal methods of trades unionism but the several sound underlying principles which have accounted for their growth and strength, such as thorough organization, centralized authority, concentration of purpose, loyalty and confidence in each other. In spite of hard knocks and the public condemnation engendered by the occasionally discreditable actions, the labor unions stick together and score more hits than misses. Their aims are definite and uniform and when they have decided upon a definite object, they keep hammering

away until it is realized. The booksellers and stationers of Canada may profit materially by a close study of the causes which have resulted in the present strong position of labor unionism, because such study will be likely to inspire in them confidence in the possibilities of trade associations and determination to obtain the assured benefits by making their particular organization a vital agency and complete success.

* * *

In a recent address in which he recited the advantages and benefits to be derived from membership in trade organizations R. P. Andrews, president of one of the leading paper and stationery houses of the United States cited as an illustration an exceedingly appropriate story. "I am reminded of the old story," said Mr. Andrews, "of the man who had six sons. They were engaged in business with the father, but instead of working together for one cause, or for the good of all, they were continually fighting, as it were, among themselves, each pulling a different way. The old gentleman got them together one day and holding in his hand twenty-five or thirty small hickory branches bound together by thongs at each end, he requested each of the sons in turn to break the bundle in the middle. They were all good healthy, strong men, but after each tried in turn none of them were able to break the small bundle of hickory branches presented to them. Then the old gentleman cut the thongs which bound the bundle together and with two fingers picked up one at a time each hickory branch and broke it easily, saying to them: 'You see the advantage of union, or organization. It is a very easy thing, even a small child could break each one of these small branches if taken one at a time, but when twenty-five or thirty are bound together, even you, strong men as you are, could not break them.'

"And, gentlemen," concluded Mr. Andrews, "I believe if we all endeavored to keep the lesson of that father before us that we would appreciate our trade organizations more than some of us seem to do at the present time."



PROFIT-SHARING TO INCREASE BUSINESS.

There is a marked tendency these days toward the sharing of profits with employees, both in manufacturing concerns and retail establishments. It is not a new idea and in view of the success that has attended the system as practised for many years in a few cases, it is surprising that the scheme has not been more generally adopted. One of the latest of the big manufacturing concerns to fall into line in this respect, was the Dennison Manufacturing Co., this being a four million dollar concern. The Miller and Wright Paper Company is another manufacturing firm which has adopted this policy. The treasurer of the latter company, in dealing with this subject in an address before the New York Stationers' Association recently, said the reason that firm had adopted the plan was because they could not build a big business without the greatest measure of efficiency on the part of employees and the only way to secure this maximum of efficiency was to make employment "interesting." The result was an almost immediate increase in the net average of efficiency in the way of promoting economy, interest, industry and esprit de corps.

This would seem to be the remedy for merchants troubled with inefficiency and carelessness on the part of employees who have real ability but who do not seem to have the necessary incentive to bind their efforts to a reasonable extent of their capabilities. It is all very well to hold the opinion that every man who accepts a salary should give the best that is in him in return. That is a good theory—but until "the perfect man" is omnipresent, employers will do well to include human frailties

in the general aspect and seriously consider whether it would not reasonably tend to awaken keener interest, alertness, and willingness on the part of employees to share the burdens of business, were they rewarded proportionately to their efforts to produce the best results.

"Were I a retail bookseller to-day," said a prominent publisher to Bookseller and Stationer recently, "I would never raise a salesman's salary." Instead of that the plan he outlined was to allow percentages on the total amount of increased sales, his most reasonable theory being that this would make for greatly increased total sales and at the same time earn for the salesman more money than would come to him in the way of a definite increase in salary.

This system of allowing percentages for increased sales is part of the scheme of a successful New York wholesale house and the head of the concern when signing a cheque for \$30,000 going to one salesman for one year's percentage of sales, said he signed no other cheques with such keen satisfaction, because he knew that its amount was proof of the enormous amount of business that had come to the concern through the capacity of that salesman.

The question is worthy of the most careful consideration of every bookseller and stationer.

MEETING THE CHALLENGE.

Considering the commercial stationery branch of the business of booksellers and stationers, these merchants should be the most progressive of all the men engaged in the retail field. Their business is to sell equipment that will help other business men to apply their efforts to better purpose. This should have the natural effect of making the stationer himself the model merchant. But looking about among the different classes of merchants in Canada, who are the most conspicuously enterprising as a class? Do the stationers measure up to the standard set by some of the other trades? We are afraid that an assiduously carried out investigation would reveal that the stationers, on the average, would come in the rear of certain of the other trades and follow most regrettably far behind in some cases. This means that a large proportion of Canadian stationers are in need of an awakening. We hope that it will not come too late. If it is deferred too long, the cream of the business that should rightfully belong to the stationery trade will pass to other branches of the retailing. Office equipment should be sold by stationers, not by furniture dealers and so with other lines that could be named, but the stationer must "make good." It will be a case of "the survival of the fittest." Let every stationer in his own individual field live up to his opportunities and the question will soon be settled. Such action would soon dispose of the challenges of outside interests for the supremacy of lines rightfully belonging to the sphere of the bookseller and stationer.

THOSE EXTRA DISCOUNTS.

In the case of each order placed by a merchant, he should be satisfied that the goods will sell at a reasonable profit within a reasonable time. It will not be necessary to enlarge on the exact shade of meaning intended by the word "reasonable."

If the merchant intends to restrict his endeavors to retailing he should not allow extra discounts to tempt him into buying in wholesale quantities.

As to prices, when a salesman says he is quoting the very lowest price, the merchant should make him prove that assertion.

System in noting lines that are being depleted and closely watching both stock and demands, together with definite days, or hours of the day, for buying, will ensure better merchandising than following the haphazard methods so frequently practiced.

One of the worst habits to acquire is that of uneven buying, that is, too much of one line and not sufficient of another. Success is gauged by ability to keep the variety up and the size of the stock down.

Simple figures illustrate the point. Buying a gross of goods for \$12 to get an extra 5 per cent. means that sixty cents represents all that is gained. Whereas, if six dollars were spent for six dozen of the articles in question, the other six dollars would be available for buying different goods, the sale of which would net profits far exceeding sixty cents during the same period that the surplus six dozen would be idly reposing on the merchant's shelves and tying up capital that should be working. Transferring money to the savings account in the bank is an infinitely better policy than carrying a stock twice as large as it really ought to be because the latter course does not only mean the loss of interest on capital but even more than that in depreciation of the stock.

PASSING UP GOOD LINES.

A traveller related an incident a short time ago that goes to show how some merchants overlook profitable and fast selling lines by not being courteous to the travelling salesman, and by passing him up without looking at his catalogues or samples. The traveller in question had been calling monthly for a period extending over a year on a bookseller and stationer who had always been "too busy" to see travellers and in many cases would not grant them interviews. At the end of the year the traveller was leaving the road and decided that he would call on this man and tell him a few things that might make him have a different feeling towards travelling salesmen, and which might make the path a little easier for other salesmen who might come in contact with the merchant later. Imagine his surprise on entering the store, when the merchant who would hardly recognize him for over a year, said:—"You carry a pocket knife, No. ———, do you not?"

"Yes," said the traveller. "It is one of our best sellers. I tried to show it to you a year ago, but you told me you were too busy to look at samples."

The merchant then produced a little memorandum book and quoted the numbers of various lines carried by this traveller. After getting the prices on each line, he placed a very nice order. The traveller was surprised at the greeting he had received, and he asked the dealer in a frank manner the reason for the sudden change in his demeanor.

"Well," said the merchant, "you sell Blank, do you not?"

The traveller answered in the affirmative.

"Well," said the merchant, "he is a brother-in-law of mine. I was down to spend two days with him last week, and he was showing me the lines he had purchased from you."

The traveller then explained to the dealer that he would not have the opportunity of calling on him again, but that he hoped the merchant would be a little more courteous with travellers in the future than he had been with him in the past.

This merchant had for over a year been overlooking profitable lines that had been presented to him every month, and the incident goes to show that no merchant can afford to pass up a traveller without giving him an opportunity of showing his wares.

Tyrrell's New Book and Art Store in Toronto

A Model Retail Establishment.

A dream come true, the realization of an ideal, are terms applicable to the new book and art store of William A. Tyrrell & Co., in Toronto, at 95 King Street, East. In a splendid new office building, the property of the firm, Mr. Tyrrell has had ample scope to put into reality many practical and artistic ideas which have heretofore existed only in his imagination as being part of the bookstore as it ought to be; conceptions that have come to him in his long and conspicuously successful career as a bookseller.

The new five storey office building recently completed has a frontage of fifty-one feet and a depth of a hundred feet to a lane. Two-thirds of the ground floor is occupied by the bookstore and art room, the space behind the other store, shown in the front elevation illustration accompany-

ing this article, being included with the Tyrrell store. Employees are other features illustrating the complete manner in which Mr. Tyrrell's ideas have materialized in this model establishment.

The store is fitted throughout with mahogany shelves and show cases. There are skylights in the art room at the rear with art glass panes to avoid glare.

Indirect Lighting System.

But artificial methods constitute the most important element of illuminating the store, this being probably the first retail concern in Toronto to install the indirect lighting system. Several of these lamps are kept burning throughout the day, and acting with the softened radiance from the sky lights, produce an even distribution of light throughout the store.



ing this article, being included with the Tyrrell store. There are situated, the offices and the department for children's books. The main portion of the store, with the art room in the rear are shown in the interior view reproduced on this page.

The Basement.

There is a lift, of the freight type, and in the basement are situated the unpacking and shipping rooms, also the reserve stock rooms, with a systematic arrangement permitting of a prompt inventory and guarding against undue depletion or accumulation of goods. There also, is the picture framing department, with specially constructed bunks placed diagonally along one of the walls, for the accommodation of the stock mouldings.

Clothes closets, with separate lockers for the em-

An object lesson in store lighting is this new system adopted only after careful investigation of different systems and the plan of illumination is the feature which has attracted perhaps the most attention. In making the tests the following points were considered: Advertising value, first impressions, equipment, design, cost, current consumption, cost of maintenance and depreciation, ending in the selection of the indirect system. This choice is amply justified in the efficiency of the system and in the appearance of the store. Every corner is illuminated by a soft and even radiance that has practically the same effect as clear daylight. In fact one is hardly conscious that the place is artificially lighted. The light sources are all concealed so that even at night the impression is that of natural daylight.

Books Are Classified.

On the right side of the store upon entering are seen the glass paneled wall cases containing the firm's extensive showing of books in special bindings, handsome leather bound and de luxe volumes. Glass show cases and drawers below contain prayer books, hymn books, birthday books, wedding books and other dainty small books in fancy and delicate bindings.

In the shelves to the rear on the same side, classified, and labeled for the guidance of salespeople and those visitors having come with no definite idea of purchasing in mind, are books relating to Canada; volumes of poems; books on art and architecture, essays, letters and biographies, history and travel. On tables of a specially constructed type with an elevation in the middle fitted with shelves facing the table space on either side, are displayed the classes of books most called for—fiction, gift and art books in most extensive and attractive array. The

play themselves because the swinging of the panels seems to come as a matter of course. This affords most efficient display and saves much time for both customer and salesman. A good idea for the stocking of large sheet pictures, making them easily accessible, is embodied in the series of sections which open out by means of a door latching at the top.

Children's Books.

A spacious section in the rear of the store is devoted to books for children of which a big stock is carried covering a large range of subjects and ranging from toy books to high-priced volumes.

The Windows.

As to the windows, the good points speak for themselves in the illustration showing the front of the building. One of the windows is always used for the showing of art subjects, the other being devoted to the book and stationery lines. The depth of the windows permits of displays of the most capable character.



Tyrrell's New Office Building.

Twenty Years Ago

Extracts From The Issue of May 1893:

This is what the New York World says: "Mr. Gilbert Parker has achieved a distinct literary success in the part of the world familiarly referred to as 'the other side.' Now that Mr. Parker has negotiated with an American publishing house, it is altogether likely that he will share the popularity obtained by other English writers who have been properly pushed and advertised. It would be useless to dispute Mr. Parker's ability, even if the disposition were not wanting. He is a story writer of exceptional qualities and will prove a worthy successor to Mr. Stevenson, whom, in many important respects, he resembles. Superficiality, sometimes a charm, is not a part of Mr. Parker's method. He gets into close communication with his characters, analyzes them thoroughly, and omits no detail that may present them in the clearest light. In fact, take away the connecting thread of the story and the reader has a memory of character painting that cannot have failed to be interesting."

Editor's note.—This appreciation of twenty years ago is especially interesting to readers to-day when it is recalled that this was before Canadian editions of Parker's books were issued. "The Seats of the Mighty" was the first to be brought out by Copp Clark Co., who have from the beginning been Mr. Parker's Canadian publishers.

* * *

T. Fisher Unwin and his wife, Jane Cobden Unwin, were visiting in Toronto last week as they were returning from the World's Fair. His wife is a granddaughter of the great Cobden of Cornlaw fame, and was one of the first lady delegates to the London County Council. Mr. Unwin is a famous English publisher, and his name is familiar to Canadian booksellers.

Editor's note.—Our readers will recall the interesting interview with Mr. Unwin published in Bookseller and Stationer three years ago on the occasion of the visit to England of Mr. Craik, then editor of Bookseller and Stationer.

newer fiction, view books and guides, are featured on a smaller table at the front. Near that is a revolving book case containing small volumes in uniform bindings, also a fountain pen case as the photograph shows. To the left, upon entrance, is the stationery department. The silent salesman show cases there, are fitted with compartments just under the glass tops in which are shown place cards, greeting cards, wedding invitations and similar merchandise. To the rear of that department are shelves containing miscellaneous books and medical works.

In the art room, there is a specially constructed section for the swinging panels showing small framed pictures and sheet pictures, accommodating in this manner a large number in a small space and they frequently dis-

Notes of the Stationery Trade

Paragraphs About Happenings and Business Conditions in Various Centres—Personal Items About Men of the Trade.

Albert Darch is opening a 5 to 25c store at Bowmanville, Ont.

Miss Kitty Rawlings has succeeded Miss Myra Cole on the staff of R. B. Crosbie's bookstore at Forest, Ont.

M. J. A. Platt has opened a book store at 259 Bleury Street, Montreal, specializing in magazines and British publications.

The death occurred on May 10th at Calgary, of W. C. Dygert, manager of the Remington Typewriter Co.'s office in that city.

A. H. Jarvis, of The Bookstore, Ottawa, submitted the lowest tender for supplying the library papers in that city and was awarded the contract.

The bookstore of Gray & Richey was destroyed in a fire which gutted a business block in St. John, N. B. The loss is covered by insurance.

T. J. Pugh, of the Pugh Specialty Company, has returned from a successful ten weeks' trip through the Western provinces to the Pacific Coast.

The Neustadt Furniture Co. propose to establish a furniture factory at Neustadt. A by-law to grant the concern a loan will shortly be submitted.

The firm of Fotheringham & Popham, printers, booksellers and stationers, of Ottawa, has been dissolved. George H. Popham continues the business.

T. J. Pugh, speaking of the postcard trade, said the lines which were creating the greatest stir in the trade were the pennant cards and series depicting Dutch children.

S. S. Boxer has resigned the presidency and management of the Watson Foster Company, and William I. Gear succeeds him as president, while R. H. Gilleen becomes manager.

W. N. Sharp & Co., Bradford, have appointed R. A. Osmun, of New York, their agent for America, and are going to make a strong appeal for American trade. Osmun now represents The Drysdale Co., of Chicago. Evidently the two lines do not conflict.

John S. Downing, Birmingham, England, has been visiting the Canadian trade and expects to leave on May 27th on his return trip to England. Mr. Downing is at the head of a big concern selling stationer's hardware.

William J. Colville, who was a member of the staff of The Office Specialty Co., died suddenly at his home at 59 Barrett avenue, Toronto, on May 8th aged 31. The widow and three children survive. Mr. Colville was an active worker in the India Road Baptist Church.

Clarke Bros., druggists and stationers, of Fort William, have sold out to Wilbor J. Wood, who had been an employe of Clarke Bros., entering as a drug apprentice and has recently been in charge of Neville's Victoria Avenue store in Fort William. L. R. Clarke, who managed Clarke Bros. store at Fort William since its establishment seven years ago has removed to Toronto.

Murphy's Limited is the name of the new concern which succeeds to the business at Sydney, N. S., formerly conducted as Macadam's Bookstore. G. L. Murphy head of the firm, with his associates have been in the jobbing business and the new firm in addition to their intention of making the store thoroughly modern and complete will continue to develop their jobbing interests.

A Dominion charter has been granted to D Arey Bogue, Montreal, and Walter B. Bogue and James Henry, Toronto, to form a stock company with a capital of \$50,000, to carry on the business of wholesale stationers and jobbers. The concern will be known as Bogue Bros. and Henry, Limited. The head office will be located in Montreal and a branch will be opened in Toronto.

An International Exhibition designed to bring about friendly competition in the book industry and graphic arts and to demonstrate their effect on all branches of culture, will be held in Leipsic, Germany, from May to October, 1914. A graduate fund of \$250,000 has been raised and the event will commemorate the 105th anniversary of the founding of the Royal Academy for the Graphic Arts and Book Industry.



TIPS FOR THE CARD WRITER.

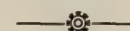
Plain cards give the best satisfaction.

Gold reading matter, without ornamental flourishes is most effective.

Any sign that cannot be read from a glance, hardly deserves the name.

The main thing to look after in all classes of sign and show card work is legibility.

Regarding show cards, white and black lettering, with gray borders, is most suitable for any line of business. This style is always in demand. It offers contrast.



SIX VIRTUES OF A SALES PERSON.

By Pearl A. Smith.

Prudence—A prudent sales person studieth his customer and leadeth him into trade relations which are mutually satisfactory and profitable.

Courtesy—Constant courtesy in the face of fault-finding causeth said fault-finding to vanish like snow before a Chinook.

Industry—An industrious sales person who useth good judgment and skill is a joy unto the manager, yea, unto the firm, and they shall surely place confidence in him.

Carefulness—A wise sales person taketh great care in small things, and useth his time to good advantage; but a foolish sales person useth much time to little profit.

Promptness—He who cometh early to place his goods in order hath the greater profit, for he arrangeth his stock to good effect.

Cleanliness—Like unto a rain-washed field in the sunshine, is a clean, orderly stock, for it delighteth the eyes of the beholder, and he straightway taketh knowledge of the goods and openeth up his purse.

THE TRADE JOURNAL IS THE MERCHANT'S MARKET PLACE

In that market he buys from friends, for they are invited visitors to his private office or his home.

—R. R. SHUMAN.

Ginger Methods of Business Buildings

Some Requirements for Success in Selling.

Pennant Record of a Berlin Store.

Fourteen hundred dollars' worth of pennants sold in one year was the record recently established by J. C. Jaimet & Co., of Berlin.

That will be almost past belief to some men. The amount will seem rather high as representing the sales of pennants alone by a retail concern in a small city and for the average store it is an excessive amount. But Jaimet's is not an average store—it's away above the average in the development of sales by concentrated efforts, not only as respects pennants, but with other ready selling lines.

In many stores, the pennant stock consists of a dozen or so of two or three different sizes bearing the name of the town and a few bearing the name "Canada." They are strung up and if a person comes in and asks for one a sale is made. That is not the Jaimet way! There the stock includes a big variety not only of Berlin pennants and those of adjacent towns and villages, but of all the cities of Ontario, and most of the towns, as well as the chief cities of other provinces. It is an ideal spot for collectors to strike, in order to add to their pennant collections.

Besides all these, the stock includes pennants of various colleges, fraternal societies and athletic clubs.

The Knights of Pythias are to meet in convention in Berlin this year and for that event a large supply of pennants are being made for Jaimet's. Another idea being carried out just now is the making of special Berlin pennants introducing a typical German boy. These will be good sellers not only to Berliners but to visitors to whom it will appeal strongly as a suitable souvenir.

Another fact accounting in considerable measure for the extraordinary success this store has had in developing the pennant business, was that the stock was not restricted to the small sizes which constitute the complete stock usually, but large sizes even up to six feet in length were placed in stock and were sold. Naturally, the sales of the larger sizes were much smaller in number, but the profit on each sale was larger. Sales were pushed. Publicity methods were used to impress upon people that Jaimet's were leaders in the pennant trade. The store got a reputation for pennants and business just naturally went to that store.

This is a concrete example of the intensive methods of merchandising which Bookseller and Stationer has so frequently advocated.

A kindred line which is selling well consists of a variety of felt cushion tops introducing names of towns as in the case of pennants. During the coming season both these lines will be good sellers. Adopt aggressive methods and make the most of the pennant trade. The profits of the year's sales of pennants at the Jaimet store were sufficient to pay the rent for two years. It pays to concentrate on live lines.



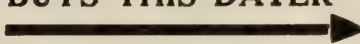
How to Hold Home Trade.

Specialized selling can be developed to an almost unlimited extent in the stationery business. When you stock one of the meritorious new office specialties, useful household articles, the latest in puzzles or novelties, devote newspaper and window publicity to them and have your salespeople introduce them to customers. Taking up dif-

ferent lines in succession in this manner will bring a vastly increased total turnover. Take rubber stamps and associated lines for instance: What are you doing to push their sale? If you have been simply waiting for orders try the other line of action and go after orders. Advertise the goods and let the people know you want this business and can give them the right goods and good value. Show cards conspicuously placed in the window and inside the shop will help. Here is a suggestion for a small show card that will bring business:

15c.

BUYS THIS DATER Attach
Dater
Here.



Buy It To-day.

The same plan of action should be followed out with different articles each week. Demonstrate to the community that yours is a store of up to date methods and efficient service. That is the best sort of cure for the out-of-town-shopping evil.

Take a page from the methods of the mail order houses who are getting business from the small cities and towns; business that would stay at home if the home dealer kept abreast of modern merchandising methods.

The writer has before him an interesting list of toilet articles and household sundries. On a single page several hundred items are listed and there are illustrations of sponges, soap boxes, travelling rolls, candles and night lights, cement packages, whisks and other articles that every stationer can sell in his store and sell extensively if he will emulate the examples set by the mail order houses and department stores. Illustrated lists can be issued at comparatively small expense when the results to be obtained in increased business are considered. Build up a complete mailing list. Spend money judiciously in advertising matter. Interest the people, convince them that it will pay them to buy at your store and the business will surely come your way.

Selling Ink.

When a customer comes into your store and says "I want a five-cent bottle of ink," do you ever try to make a ten or twenty-five cent sale? Wouldn't it be a good idea to try that scheme? Of course, it would, and by using that method you can easily double your ink sales this year. Some dealers seem to think it wiser to sell five cent bottles of ink because it brings people back to the store oftener. There's something in that, but what about the percentage of subsequent sales that go to some other dealer instead of you? There are always some people on the move or there wouldn't



be any work for those big moving vans to do. That means that you won't likely have another chance to sell the people who move away from your town. Then again,

the single transaction of selling even a ten-cent bottle, the proportion profit is greater than selling two five-cent bottles, which is reasonably accounted for by the saving in the item of the bottle itself. Explain these things to your customer. That is how to introduce the advisability of buying the larger bottle. It is most advisable to avoid creating the impression of forcing a sale and simply trying to get more of the customer's money.

It is part of the good salesmanship qualification that every statement made should carry with it the conviction that what it implies is in the best interests of the customer himself and it should be so. Building business on any other principle is hazardous and certainly will not win out in the long run. It may be possible in the case of a business depending solely upon catch trade. There are "sharks" in that line who seem to flourish by fooling some people all the time, but it is the interests of the legitimate trader which are being considered here.

Money in Loose-Leaf Business.

Live stationers everywhere should go after the loose-leaf business of their town or district. The introduction of the loose-leaf book in recent years has revolutionized the system of bookkeeping, and the fact that most progressive concerns have already adopted this simplified and more practical method, while others are gradually reverting from the old to the new and better system, should awaken merchants to the opportunity for money-making in handling these lines.

When the loose-leaf system of accounting was first introduced a few years ago, the manufacturers resorted to an educational campaign. They sent out their salesmen to call upon the consumer direct. These men were not merely salesmen. They were practical accountants and systemizers as well. Their business was to go into an office, install a more complete and efficient system of keeping accounts and records and otherwise simplify the work so that it could be done better, and with less help than the old way.

Hence, the qualities of salesmanship in respect to this particular line are very necessary for the promotion of loose-leaf sales. The average dealer's knowledge of bookkeeping and accounting is limited, and in order to convince his trade and elaborate on the many advantages of the modern method, he should familiarize himself with the selling points.

The field is large, and the profits accruing from loose-leaf sales should be an incentive toward the development of this business. Eventually, the loose-leaf system, because of its vast superiority over the bound book method, will come into general use, and it is up to the local stationer to reap the benefit along with the commercial stationers in the larger cities.

Selling Outdoor Books.

Following up the special article in last month's Book-seller and Stationer, it was interesting to observe this month, the special display of outdoor and gardening books in the store of Albert Britnell, on Yonge Street, Toronto. Among the titles shown on the table devoted to these books were the following:—

"The Garden Primer," "The Garden For Pleasure," "Money in the Garden," "Insect Life," "Mushrooms; How to Grow Them," "The Butterfly and Moth Book," "Tomato Culture," "Holland's Butterfly Book," "Trees, Shrubs and Vines," "How to Know Ferns," "Flower Guide," "Bird Guide," "Our Native Trees," "The Canadian Garden," "Book of Camping and Woodcraft," "Color Key to North American Birds," "Nests and Eggs of North American Birds," "Birds of Canada and the

U.S.," "The American Flower Garden," "Garden Planning," "Vines and How to Grow Them," "The Fine Art of Fishing," "Motor Boating for Boys," "Boat Sailing," "The Dog Book," "Farm Management," "Nature Stories of Field and Wood," "Nature Stories of Birds," "How to Make a Fruit Garden," "A Guide to a Country Home," and "The Garden Yard."

Mother's Day.

How many booksellers took full advantage of the opportunities offered by the universal appeal of "Mother's Day?" What appeal is stronger than the idea which developed this new observance?

Progressive dealers in different cities featured Mother's Day during the week preceding Sunday, May 11th, and freely sold books, pictures, mottoes and cards having special significance in connection with the event. Jot down a memo to remind you in time to adopt this method for Mother's Day next year.

Paper Moth Bags.

As the season is near at hand when winter clothing and other heavy textiles will be packed away, there will naturally be a good demand for various articles that are warranted to keep out moths. Among these will be the moth-proof paper bag. These bags come in a great variety of sizes. Stationers can handle them to advantage. They form a link in the chain of paper specialties.

A Growing Brantford Firm.

There was a hearty note of optimism in a recent advertisement in the usual display space used by Pickels' Bookstore of Brantford, and it is sufficiently interesting to warrant reproduction here:

Still Growing!

The Pickel's Book beg to announce that they have purchased the business of Messrs. Park & Co., 72 Colborne Street.

The store on Market Street will be carried on as usual and customers, old or new, are cordially invited to inspect the new premises.

Stationery, magazines, papers, etc. stocked at both places.

Orders for picture framing promptly executed at either store.

Prompt and courteous attention to all orders, both great and small.

Pickel's Book Store.

72 Colborne St.

72 Market St.

'Phone 1878.

'Phone 909.

Both the single subject idea and variety are forces that add to the effectiveness of the ads. of A. H. Jarvis of "The Bookstore," Ottawa. That may sound like a paradox but it's not. Each ad. deals with one particular subject, but the subjects treated upon are constantly varied. Thus each department of the business receives due attention in turn. Marking the arrival of one recent shipment at the store this ad. appeared:

Just Received at "Jarvis"

a New Line of

Gentlemen's Purses, Bill Folds, Wallets, etc.

A. H. JARVIS—"THE BOOKSTORE."

157 Bank St.

'Phone Queen 732.

The advertisement appeared in the usual display type.

Office stationery was strongly featured in R. Uglow & Son's five inch double column space in the Kingston newspapers in one of their May announcements.

Toronto Business Shows a Big Success

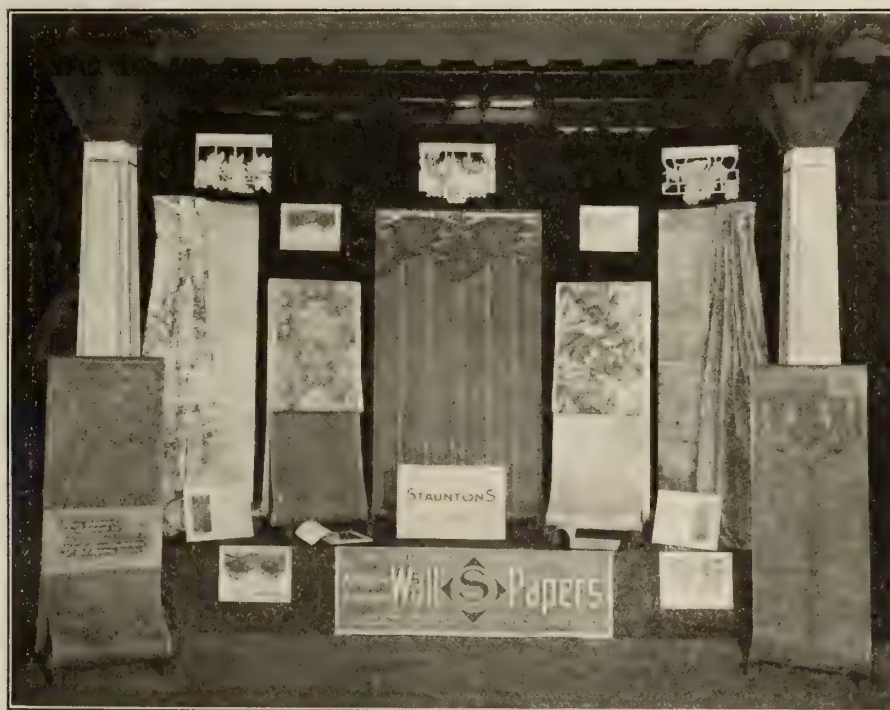
Results Will Help the Trade

The success scored in the Business show in Toronto at Massey Hall, on April 28th and following days, augurs well for the future development and in speaking to Bookseller and Stationer of the prospects for next year's show, J. B. Robinson, one of the promoters, said that contracts had already been signed assuring a bigger show for 1914. The exhibitors this year included: The Peerless Carbon and Ribbon Manufacturing Co., Toronto; the A. S. Hustwitt Co., Toronto, manufacturers' agents, carrying office equipment and stationery lines; The Newton-Rotherick Co., Chicago, typewriter carbon papers; G. W. Booth & Sons, Metallic signs; Legg Bros, Toronto, engravers; The York Press, Toronto; Clements Manufacturing Co., Cadillac vacuum sweepers; Tri Pure Water Co., 1900 Washer Co., Canadian Alexalite Co.; Pittsburgh Visible Type-

a record of 110 net per minute and Miss Rose Bloom, Woodbridge, N.J., 3,442 words, 51 errors, a record of 106 net per minute.

The world's champion is Miss Florence Wilson, who last year at the International Typewriting Competition in New York typed 117 words per minute.

The National Cash Register Co.'s moving pictures and lecture dealing with the welfare work and civic improvement progress at Dayton, Ohio, developed through the original efforts of Mr. Patterson, the head of that concern, was an especially interesting feature of the show, this being the first occasion of its presentation in Canada. The evolution of a slum section of Dayton, into an ideal residential district and the wonderful results of welfare work among boys, was a revelation to the many people who



The Staunton Window Display at the Business Show.

writer Co., National Cash Register Co., The Canadian Writerpress Sales Co., Burroughs Adding Machine Co., E. B. Eddy Co., Royal Typewriter Co., Belknap Addressing Machine Co., Cincinnati Time Recording Co., Saunders Sealograph Co., Tuee Stationary Air Cleaner Co., Jarvis Sanitary Filters; Ford and Featherstone, Cary Safes, General Accident Assurance Co., Barr Register Co., Columbia Dictaphone Co., Elliott-Fisher, Ltd., United Typewriter Co., and the Adams Furniture Co.

In the opening of the show, G. T. Somers said the object was to place before business men and their employees the latest types of office furniture, labor-saving devices and modern business systems.

Thousands of people attended during the week, the attendance being especially large on the evening when the typewriter contests were held. Fred Jarratt, of Toronto, won the Canadian typewriting championship. His record for half an hour was 2,995 words, 36 errors, a record of 94 words a minute. In a free-for-all contest Miss Bessie Friedman, New York, wrote 3,468 words, with 33 errors,

had not previously been familiar with the nature of the reforms accomplished in Dayton through the movement thus described and illustrated.

An educational feature of the Peerless Rubber and Carbon Company's exhibit was the demonstration of materials and processes entering into the manufacture of their products. Their booth was constantly a magnet of attraction and thousands of their souvenir advertisements were distributed, one of them being a celluloid erasing shield for typewriter operators.

The A. S. Hustwitt Company's booth was another busy spot. Different office specialties demonstrated there made it a constant source of interest. Prominence was given there to three lines new to the Canadian market: the Boston Pencil Pointer, the Office Boy Envelope Sealer and "Whitedge" carbon paper.

Bull Frog Brand carbon papers had a booth all to themselves in charge of H. W. Rotherick, of the Newton-Rotherick Co., of Chicago. Besides regular carbon papers,

(Continued on page 48)

Originality is a good feature of ad.-writing. But you can always get too much of a good thing.

GOOD ADVERTISING



Producing Good Advertising

Merchants Who Do Their Own Ad. Writing Should Know Something About Type and Ad. Setting so as to Produce the Right Sort of Copy.

The advertiser in the small city or town who cannot afford to maintain an advertising department in connection with his retail establishment is frequently confronted with the difficulty of getting satisfactory reproductions of his copy in the home newspaper. He is annoyed at the apparent indifferent work of the printer in the setting-up he gives an advertisement, in spite of the infinite pains devoted to the arrangement of the layout.

To the advertiser who is not conversant with the practical side of newspaper make-up, it is sometimes hard to understand the reason for this so the printer is heaped with the blame. The explanation, however, is that the advertisement is often set out of proportion with the dimensions of the newspaper sheet and too much matter crowded in, at the expense of good display.

But the fault does not always lie with the ad-writer. Frequently, the position of the advertisement spoils its effect. Many publishers have yet a great deal to learn about the arrangement of their newspaper pages in order

ter is squeezed in here and there to serve as a filler or in order to give some particular advertisement special position next "reading matter" and in many cases there is evidence of the paper being merely slapped together, instead of properly made up.

In view of these conditions, the dealer should familiarize himself with the various phases of advertising including the nature of the practical work in the newspaper office so that he may be able to instruct the compositor intelligibly and have the advertisement in type embody the exact ideas in the mind of the ad. writer when preparing the copy.

Bookseller and Stationer invites dealers throughout Canada to send in advertisements for attention in this department. Co-operation along this line will not only foster a beneficial interchange of ideas but will by fostering greater and better attention to publicity, result in creating bigger business for those dealers who follow up the tips that this scheme is bound to afford.

The Complete Office Outfitters

We can supply you with anything you may require for the office at the very lowest prices. We carry a complete stock of Blank Books, in all rulings; Files, Binding Cases, Inks, Typewriter Ribbons and Supplies, Ink Wells, Loose Leaf Devices, Statement and Invoice Pads, Foolscap in all rulings, Envelopes, Writing Pads, Waste Paper Baskets and Desk Trays, Blotting Paper, Desk Pads, Reporters' Note Books, Pens, Pencil, and the 101 other stationery specialties.

Agents for the American No. 5 Oliver Typewriter.

Try a Box of our 35c Business Envelopes.

GRIGG'S The 'Book Store'

Commercial Stationers

Fraser Block

Pembroke

Writing Paper at Low Prices

When you want the very best kind of paper and wish to get it at a moderate price, come here. We import all our own papers from the manufacturers and save the middleman's profit. You can get beautiful papers here for 25c, 35c and 50c a box; or you can get it by the pound with envelopes to match.

Get a Dandy Kid

for the children to play with. They are the cutest things you ever saw. The heads are unbreakable and they have the most whimsical expression. They are fully dressed, even to a ribbon on their hair. These dolls sell regularly for \$1.00.

Special for **50c**

This Is the Book Store

where one always finds the new books as soon as they are printed. We have them shipped direct to us by express as soon as they are off the presses. Vancouver people now have the latest fiction as soon as any of the eastern cities. When you want a particular book come here first. You will save time and trouble.

For a few cents a copy you can read all the new books through the lending department. It costs only a dollar to join.

Granville Stationery Co. Limited

540 Granville Street

Phones Sey. 507-332

Look for Bailey's Electric Sign

Two examples of recent ads. by Canadian Booksellers and Stationers.

to give the best possible appearance to both the advertising and reading matter.

A glance through the exchanges received at any newspaper office will reveal this fact. Black face and light face types are jumbled together, a small piece of reading mat-

ter is squeezed in here and there to serve as a filler or in order to give some particular advertisement special position next "reading matter" and in many cases there is evidence of the paper being merely slapped together, instead of properly made up.

Outlook for Hand-Bag Trade

Something About the Variety of Leathers Being Used—Encouraging Element is Growing Demand for Better Goods—Featuring Safety Bags.

Every woman, no matter what her station in life, carries a hand-bag, the cost of which is determined by her means, and while the woman of moderate means is content to own one bag, the fashionable woman of to-day requires a number of different styles and colors for various occasions, many of them having bags to match their several dresses.

From the present outlook the coming season will be a prosperous one for the manufacturers of leather bags, and judging from the number of orders already received, it would appear to be wisdom on the part of buyers to place at least a portion of their orders as early as possible.

Suede plays a prominent part in the fashionable bags of the season. Square shapes are especially popular, many of these are in gray, pastel blue and tobacco brown mounted on frames of silver-finished metal and suspended by cords of silver tinsel closely braided.

Morocco has taken a new lease of life as far as hand-bags are concerned, and some of the newest receptacles of that material are inlaid artistically with a smooth, highly polished leather. They come in handsome shades of brown, green or blue, mounted and edged with gilt, German silver or gun metal.

Some of them are of square shape and others are oblong, both sorts have an outside pocket with a slant flap, metal outlined, a strap handle through which the fingers can be slipped, and all of them contain round change purses and a tiny powder puff.

Graphite, pin and real seal, as well as pigskin, are made into eight-inch envelope bags of a very smart order. These have broad strap handles fastening with a buckle which may run forward or backward to accommodate the size of the hand, a plain slant flap, and contain two compartments. One section is fitted with a mirror and the tiniest of manœuvre sets, the other is for the card case and the change purse.

In no line of merchandise for personal use are the selling features of utility and beauty combined to a greater extent than in the hand bags of to-day.

In going through the lines of representative manufacturers it will be noticed that while originality of design is a marked characteristic of the newest numbers, that feature in no way encroaches upon the usefulness and convenience that must necessarily characterize the best type of hand bag.

One very encouraging feature of the trade just now is that while all classes of bags are in demand, cheap, medium and high-priced, there is a decided trend toward the buying of the better grades, the sales of the cheap trashy and poorly designed bags being in a decided minority.

Good Time to Feature Safety Bags.

Now that the season of travel approaches, buyers should turn their attention to the featuring of articles for travelers. A splendid business in this class of goods can be done if a representative line of them are properly displayed.

Safety bags are splendid sellers, as they are almost a necessity for a woman when traveling. These are made in a number of styles and sizes, from the simple little chamois bag which is suspended from the neck by a ribbon to the larger and more serviceable styles.

Some of the newest samples of the former show, instead of the plain, simple chamois bag so generally used, more elaborate styles, daintily embroidered, or encased in bright colored silks or embroidered linen covers that can be taken off and washed when they become soiled.



Fancy Goods All-Year-Round

Department is Rich in Opportunities for Creating Season Trade—Souvenirs for Travelers and Tourists Should be a Summer Feature.

While it cannot be denied that fancy goods are most important during the holiday season, yet a splendid business can be done during the greater part of the year if the assortments are kept up and the business earnestly pushed.

Another advantage accruing to the keeping up of a stock of fancy goods is the effect the merchandise has in the general brightening up of the store, and as a window decoration is second to none. The importance of this is now generally recognized, and window dressers above all others know that fancy goods lend themselves readily to effective window display, and draw attention owing to their bright appearance and usefulness. To this end the intelligent window trimmer can utilize his knowledge and display his taste.

The very fact of so many lines coming under the heading of fancy goods gives almost unlimited scope to the trimmer to produce pleasing results. As the goods themselves are generally of a bright and attractive nature, few decorations are necessary. For a background, mirrors or curtains of velvet or plush are very pleasing, while for the floor of the window white paper showing through a covering of blue or pink silk or chiffon gives a charming appearance.

Location an Important Feature.

Any merchant who expects to make a success of his fancy goods department must see to it that it is given a prominent location and one easily accessible.

Practically all the various lines of fancy goods and many other articles such as dress accessories, fancy leather goods, toilet articles, etc., are sold largely by introduction. Therefore the matter of location and the placing of the goods constantly before the eye of the buying public is of the greatest importance.

Merchants are fast finding out that it is the goods that bring the ready cash and the quick turn-over that should have the best selling positions in the store. Many of the largest and most successful department stores are moving their dress goods and other heavy lines to the upper floors, filling the vacated space with departments devoted to the selling of novelty goods.

Souvenirs for Travelers and Tourists.

Stock up with articles likely to attract the traveling public. Local souvenirs should not be hard to secure, as there are very few places which have not some particular feature of interest to tourists which could be turned to advantage in the way of souvenirs.

Besides souvenirs of local interest, which should be made leaders, there are hundreds of novelties now on the market which sell in all parts of the country.

There are a number of manufacturers who make a specialty of turning out this class of goods, the duplicating of buildings of local or historical interest being a very large and important part of their business. Just now manufacturers of souvenirs are exceedingly busy producing
(Continued on page 39.)

A Practical Page for the Clerks

Some Requirements for Success in Selling

The more interest the man behind the counter in the book and stationery store takes in the business the more valuable his service will become, and the better his chances for increased pay.

If you are not interested in your business, it is largely your own fault. There is a lot to learn in the retail stationery trade, and the men who can honestly feel that they know it all are mighty few and far between.

No clerk can do his best work in selling unless he knows the goods. The first requisite of the men who sell such appliances as the cash and credit register, the silent salesman, computing scale, etc., is that they know all there is to know about them: where they are made, what they can do, how they overcome this or that—these are things that must be known by the seller destined to be successful. Same applies to the clerk in the store. He should know what there is to know about various brands of writing paper, inks, fountain pens, pencils, etc. Only when he is fully acquainted with all lines of goods can he be mentally equipped to do justice to the customer and his employer.

But knowing the goods is not all that is necessary for successful salesmanship. Courtesy is a most important consideration. When a clerk goes to serve a customer he should advance with a bright, inviting countenance, and be polite and obliging even in the face of the distasteful actions and remarks of certain classes of customers. In answering the telephone the salesman's words and every intonation should carry enough courtesy so that the cordial smile that cannot be seen will not be missed.

The clerk without the power to concentrate is far from being a salesman. When a customer is before the counter and one's efforts are directed to selling goods, the customer should have concentrated attention. That a rolling stone gathers no moss doesn't apply here. "Look the customer straight in the eye" is a maxim of all good salesmen, and "concentrate alone on the work of selling that customer." When the clerk's eye wanders about the store it is impossible for him to properly appreciate the thoughts of the customer.

Another important acquisition is accuracy. He must be accurate in his statements and calculations. Too many errors are made with the counter check book. This breeds dissatisfaction among customers—particularly if the error is unfavorable to them. This is all a part of the good salesman's work. He must be accurate before he branches out on life's journey alone.

There is no better method of proving one's worth to the store than by taking an interest in the window displays. Many a young man has gained strong recognition from his employer, simply because he took it upon himself to see that at all times the store had something worth while to show the passerby. A clerk does not realize his latent abilities along these lines until he has tried. Where there is a young salesman in a store with any spare time at all, the windows should never be without a good selling trim.

Showing enthusiasm by dressing neat windows, making display cards, or by devising some method for increasing sales, is bound, sooner or later, to secure recognition from employers.

COST AND PROFIT—HOW TO FIGURE IT.

Here are some accounting rules laid down by the National Association of Credit Men of the U.S.—Why not adopt a few of them and make some money?

1. Charge interest on the net amount of your total investment at the beginning of your business year, exclusive of real estate.

2. Charge rental on all real estate or buildings owned by you and used in your business at a rate equal to that which you would receive if renting or leasing it to others.

3. Charge in addition to what you pay for hired help an amount equal to what your services would be worth to others; also treat in like manner the services of any member of your family employed in the business not on the regular pay-roll.

4. Charge depreciation on all goods carried over on which you have to make a less price because of change of style, damage or any other cause.

5. Charge depreciation on buildings, tools, fixtures, or anything else suffering from age or wear and tear.

6. Charge amounts donated or subscriptions paid.

7. Charge all fixed expenses, such as taxes, insurance, water, lights, fuel, etc.

8. Charge all incidental expenses, such as drayage, postage, office supplies, livery or expenses of horses and wagons, telegrams and telephone, advertising, canvassing, etc.

9. Charge losses of every character, including goods stolen or sent out and not charged, allowance made customers, bad debts, etc.

10. Charge collection expense.

11. Charge any other expense not enumerated above.

12. When you have ascertained what the sum of all the foregoing items amounts to, prove it by your books, and you will have your total expense for the year; then divide this figure by the total of the sales, and it will show you the per cent. it has cost you to do business.

13. Take this per cent. and deduct it from the price of any article you have sold, then subtract from the remainder what it cost you (invoice price and freight), and the result will show your net profit or loss on the article.

14. Go over the selling prices of the various articles you handle and see where you stand as to profits, then get busy in putting your selling figures on a profitable basis, and talk it over with your competitor as well?

A UNIQUE EXPERIENCE.

Port Arthur, March 14th, 1913.

Mr. H. A. Raney, City.

Dear Sir:—

You may remember that about two years ago I bought from you one of "Moore's Non-Leakable Fountain Pens." Some months after buying it, I lost it in my garden. Over a year after losing it, I found it while digging a hill of potatoes. The pen appeared to be worthless, but I was curious to know if it was still fit for use, and whether there was any ink in it. After washing off the soil, I unscrewed the cap and tried the pen, and I was not a little surprised to find it write quite freely at the second stroke. I consider this a good proof of its non-leakable qualities. I have been using the pen daily ever since.

W. A. McCALLUM.

Post Cards, Pictures and Art Novelties

Personal Christmas Cards



Profits in Picture Framing

Small Outlay is Required.

There is no reason to regret the fact that the stationery stores are fast becoming department stores, as it is expressed by some cynics. Why should not the stationers increase their lines? The druggists have done so with much success, and furthermore the stationer is almost compelled to do so, for almost every store and shop handles stationery.

It is well to call attention to the lines that can be handled to good advantage by retail stationers and one of these is the picture and picture framing business. While a large amount of capital can be put into this branch of your business and can be easily made to pay well on the investment, yet a very nice business can be built up on a small outlay at the start.

The profit is large, and one can readily pick up enough knowledge of the business to be able to advise what frames are the most suited to customers' pictures. A small shop in your cellar or in another building and one framer will be sufficient to begin with. Your framer can assist you in the selection of mouldings, a variety of which you must carry in stock. While great care should be taken in placing a stock of pictures in order to prevent an accumulation of slow sellers, a study of the class of customers that you serve should guide you in your selection.

Many stationers are now running a picture framing department which not only pays them a good profit each year, but brings into their store a very good class of customers who buy fine stationery, art calendars, leather goods, and have engraving and embossing done.

Space does not permit going into further details regarding the manner of conducting the framing business, but Bookseller and Stationer will be pleased to furnish any readers with the names of the leading makers of mouldings and frames, also a list of picture dealers, and will give every possible information that will be of assistance in opening a picture and framing department.

Christmas Card Campaign

An Early Start is Advisable.

There's Personal Christmas Greeting Card business to be had in your town and there is good profit to be made out of it, but, of course, everyone knows that securing sales for these cards will not "just happen," but must be worked for like any other business and that the effort must be made at the right time.



Personal Christmas cards reproduced through the courtesy of Menzies & Co.

Leaving the book on the counter is not salesmanship and dealers who are going ahead and not marking time—dealers who are making a success in a big way in selling greeting cards are those who get out after the business during the summer and autumn months—who create the desire for Greeting Cards—who show and talk the merits of the cards and the sure delivery service of the cards selected.

Now suppose a man came to you and told you how you could make a considerable sum of money without invest-
(Continued on page 44)

Trade Expansion in Cameras and Supplies

Opportunities for Dealers Greater Than Ever

WHAT are you going to do about the camera business this summer?

You, Mr. Stationer, who have been patting yourself on the back because years ago you saw the wisdom of including cameras and supplies in your stock.

Perhaps you are further behind in the procession of progress to-day than you were up to that time, several years ago, when you added this branch to your business. At that time you realized it because you saw what was being accomplished by others. But now do you fully appreciate that the volume of business done by the conspicuously successful photographic dealers of that day would look insignificant in comparison with what the more progressive dealers of to-day are accomplishing? Has your trade grown with the times? The output of the manufacturers is many times what it was half a dozen years ago. Have your sales grown in proportion? If not, hadn't you better investigate and then take another big step forward?

Publicity Pays.

Strive to present new publicity features regularly and thus inspire in the people of your vicinity the conviction that your store is in the van of mercantile progress. In pushing your camera business your windows can be made to do prodigious service. Here is some good advice from the "American Photographic Dealer":—

Fit up your show windows with a plain table and electric, gas or other simple form of illuminant, three trays or two trays and a hypo box and a printing frame. As soon as it gets dark, put a young boy or girl in the window making prints on developing paper. The apparatus used should be of the simplest possible form, in fact one which could readily be used in any home, and this display will probably result in quite a crowd of home-goers or evening shoppers collecting in front of your window.

You may feel that so many people understand the methods of developing papers that this would not be worth while, but you must realize that there are a great many people who would be interested in photography if they really knew how simple it was. This display should clearly demonstrate the simplicity of the printing process.

Show cards of artistic design, with brief wording, are most valuable. Outfits suitable for beginners, especially children, should be featured prominently and the fact that they are reasonable in price can be indicated judiciously without pushing the cheapest goods to the front.

Street-car cards are well worth their cost. The text should be tersely written and without attempt to tell too much in the space at your disposal. Make a feature of that which is most saleable in the community in which you are located and have the name of your establishment and its location so displayed that it will readily attract and hold the reader's notice.

If there is a weekly society paper in your town its advertising columns will be of help to you.

Other means of obtaining publicity of especial worth by reason of local conditions may suggest themselves to you and give good return for their cost. Study the problem as it affects you, for much of your success at this particular time of the year will depend on the thoroughness with which you impress yourself and your goods upon people with money to spend.

Get the Name and Address.

Don't feel that you have done your work thoroughly if you make a sale or satisfactorily answer a question. When dealing with a customer, try and get his name and address and keep this in a card file or other recording means for future use. The importance of keeping in touch with men and women interested in the art cannot be overestimated for it is by that means that a constant purchasing power can be maintained.

The sale of a camera should be the beginning of a steady source of income, new literature should be sent from time to time and as far as possible the beginner should be kept in touch with new apparatus or supplies and should be encouraged. Many a good customer has been secured simply by constantly following up possibilities.

Square Dealing Pays.

Permanent success depends upon square dealing. Fall short of that and the loss of the confidence of the people will naturally mean loss of business.

A striking instance of the fallacy of selling customers something which is way over their heads was demonstrated not so long ago when a wealthy gentleman entered a photographic dealer's store to purchase a camera for his young boy. The result of the sale was a camera of the reflecting type with a focal plane shutter equipped with a high speed, high-priced objective and all the necessary "trimmings," and the cost was approximately \$400.00. The salesman rejoiced over this "coup," but the youthful photographer who knew nothing about what he was undertaking produced a series of the most discouraging failures, and the result was absolute disgust for the apparatus on the part of the wealthy father, its return to the dealer to be resold as a second-hand outfit, the loss of what might have proven to be a permanent and valuable customer and ultimate harm to the reputation of the instrument and its manufacturer.

Enlargements.

Enlargements of small photographs will be cherished by the amateur. A framed enlargement hanging on the wall is more attractive and is valued more than scores of tiny prints locked up in a shoe-box or pasted in an album. Of course, one couldn't expect the amateur to have every one of his snaps enlarged, but there are always a few that he prides most and he would not hesitate to go to the expense of enlarging if he could have the work done at a reasonable price. It is easy enough for the retailer to connect with some large art photographer in the city who specializes in enlargements where the work could be obtained at a moderate rate.

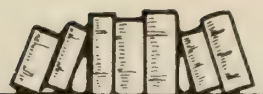
Lantern Slides.

The question was recently asked in an article on photography, "What becomes of the pictures taken by the amateur?" During the summer months thousands upon thousands of photographs are made, prints are given to friends and relatives, some are placed in albums and that is the end of it. This, however, should not be the end of the uses to which the negatives are put as the making of lantern slides is one of the most interesting branches of photography.

Manufacturers of dry plates in nearly every case make
(Continued on page 42)



Books



List of the Best Selling Books

Checked Up from Returns Submitted by Representative Booksellers — Reports of Publishers' Best Sellers.

Canadian Summary.

- | | |
|--|-----|
| 1. The Judgment House (Sir Gilbert Parker).... | 118 |
| 2. The Amateur Gentleman (Jeffery Farnol) | 101 |
| 3. Heart of the Hills (John Fox, Jr.) | 72 |
| 4. The Happy Warrior (A. S. M. Hutchinson) ... | 42 |
| 5. Stella Maris (William J. Locke) | 34 |
| Knave of Diamonds (Ethel M. Dell) | 34 |
| 6. The Mating of Lydia (Mrs. Humphrey Ward). | 31 |
| Corporal Cameron (Ralph Connor) | 31 |

Best Sellers in Britain.

(As Compiled by W. H. Smith & Son)
Covering the month of March.

1. The Mating of Lydia. Mrs. Humphrey Ward.
2. The Amateur Gentleman. Jeffery Farnol.
3. Trent's Last Case.
4. The Weaker Vessels. E. F. Benson.
5. The Knave of Diamonds. E. M. Dell.
6. The Love Pirate. Williamson.

Best Sellers in United States.

1. The Amateur Gentleman. Jeffery Farnol.
2. The Judgment House. Sir Gilbert Parker.
3. Heart of the Hills. John Fox, jr.
4. The Mischief-Maker. E. Phillips Oppenheim.
5. Stella Maris. William J. Locke.
6. The Mating of Lydia. Mrs. Humphrey Ward.

Publishers' Best Sellers.

Bell & Cockburn.

1. Stella Maris.
2. Sunshine Sketches of a Little Town.
3. Night Born.

Copp, Clark Co.

1. The Judgment House.
2. Sixty-First Second.
3. Knave of Diamonds.

Cassell & Company.

1. Child of Storm.
2. The House of Spies.
3. Candlelight Days.

Henry Frowde.

1. Greater Love Hath No Man.
2. Life Mask.
3. Bobbie, General Manager.

Thomas Langton.

1. The Parasite.
2. Within the Law.
3. The Devil's Admiral.

McClelland & Goodechild.

1. The Happy Warrior.
2. Martha By-the-Day.
3. The Mischief Maker.

McLeod & Allen.

1. Heart of the Hills.
2. The Penalty.
3. One Wonderful Night.

Macmillan Company.

1. Comrade Yetta.
2. The Crock of Gold.
3. One Woman's Life.

Musson Book Company.

1. The Amateur Gentleman.
2. Mating of Lydia.
3. Desert Gold.



Canadian Books and Authors

Something About New and Forthcoming Books—
Interesting Items About Canadiana.

"Canada buys more books per head than any other English-speaking country," said John Lane of the Bodley Head, the well-known London publisher, who was in Toronto in May. "I felt that when here three years ago, but I am more than ever convinced of it now," he added. "And the encouraging part of it is that so many serious books are bought."

Asked as to the present objects of his enthusiasm among writers, Mr. Lane particularly mentioned Stephen Graham, whose books on Russia are attracting wide attention, and Francis Grierson, an English novelist and essayist whose works are still little known on this side of the Atlantic. Recently Mr. Grierson wrote a book called "The Inevitable Alliance," which goes to show that Great Britain and the United States cannot be independent of each other in the future. Mr. Lane also has a high opinion of a number of present-day poets, including: Stephen Phillips, William Watson, John Masefield, Lucy Masterman, Francis Couets, W. B. Yeats, Dora Sijerson, Alfred Noyes, Richard Le Gallienne and Lascelles Abercrombie. "The output of poetry is both large and distinguished," he added.

Sir Richard Scott, Canada's veteran parliamentarian, who died in April, was the author of several books, including "Recollections of Bytown," and was a frequent contributor to the press. He was 88 years of age and had been in public life almost continuously since 1852.

Edward Porritt has in preparation a book of The Canadian Rockies, to be published by the Houghton Mifflin Company, Boston. Canadian politics have occupied a large share of Mr. Porritt's attention, but have not blunted his appreciation of the beauties and grandeur of Canadian scenery.

"Labrador, the Country and its People," by Wilfred T. Grenfell, and others, has been issued by Macmillan's in a new and revised edition with added chapters, showing great developments which have taken place in recent years.

Fur-Farming in Canada is the title of a book by J. Walter Jones, which was recently published by the Canadian Commission of Conservation. It contains accounts

of early attempts to domesticate the fox and the success finally achieved, presents a manual of fur-farming and devotes considerable attention to the commerce in raw furs. The work is embellished with numerous half-tone plates as well as maps showing the range of the fox, the beaver and other animals.

Quebec, May 10.—According to reports made by the sub-committee on text books before the Protestant Committee of the Council of Public Instruction active steps are being taken to secure a uniform set of text books at reasonable rates.

The committee voted \$16,000 to be distributed among poor municipalities.

It was also decided to establish a summer school at Lachute for the training of teachers not qualified.

The committee further decided to employ a physical culture instructor.

Perhaps the most notable Canadian book of the month is "Getting into Parliament and After," by the Hon. Senator George W. Ross. In this volume Sir George gives his reminiscences of public men and public life from the time when he was a school teacher in the little country schoolhouse at the crossroads. His recital of the old time election and political campaign, with the personal touches concerning the men who have made their mark, is very interesting indeed. His chapter on the French-Canadian in Canada is a contribution to the subject which is of great importance at the present juncture of our history, when the French Canadian bulks so large in Canadian political life. Altogether this volume is one which will be read with avidity by all those who wish to know the political history of our country. The book was bought out by William Briggs just at the time this edition of Bookseller and Stationer went to press.

A striking book to appear shortly from the press of William Briggs will be called "Looking Forward," and in treatment it suggests Bellamy's "Looking Backward." It is a novel, the great theme of which is the union of the different Christian denominations. The author is Rev. Dr. Hugh Pedley, the most prominent man in the Congregational Church of Canada. Added interest in this book will be aroused by the Presbyterian General Assembly and Missionary Congress in Massey Hall, Toronto, in June, at which the subject of Church Union will be a live question.

Mr. G. Horne Russell, a Montreal painter of eminence, has painted the frontispiece and the reproduction from this painting in four colors will be one of the attractive features of the book.

Two important new volumes relating to Canada just issued by McClelland and Goodechild are A. G. Bradley's volume "America" in the "Britain Across the Seas" series, and J. A. T. Lloyd's "The Real Canadian." The former is an elaborately finished volume, properly illustrated and although being largely historical deals with present-day conditions in Canada as well as Newfoundland and the British West Indies. Mr. Lloyd's volume gives details on the evolution of the country and is consequently of interest and value from a historical standpoint.

James Oliver Curwood has given us another book full of the mystery and adventure on the wide Arctic barrens, presenting a world of men, heroes of endurance who are at times driven to madness in the white loneliness where woman is the rare blue flower, chivalrously revered. The successful defiance of one, Scottie Deane, a murderer, in the face of the boast of Sergeant McVeigh of the Royal Mounted Police, that the world is not big enough to hide a criminal from them, forms one of the strong elements of interest.

Romance of Smith's Bookstalls

Small Beginning and Remarkable Development of World Famous London Firm.

One of the remarkable commercial developments in England has been the growth of W. H. Smith & Sons from a small newsagent's and stationer's shop run by two brothers in Duke street, Grosvenor square, London, to a world-famous firm of newsagents, advertising contractors, printers, manufacturing stationers, librarians, booksellers, and bookbinders, employing 10,000 men and women.

The birth of the business can be traced back to some time before 1820, when it was carried on by two brothers, H. E. and W. H. Smith, as a small newsagent's and stationer's in Duke street.

Two interesting milestones marking the firm's progress were:

June 1837.—Mr. Smith, by means of his famous fast horses, harnessed to light carts, carried the news of the death of King William IV. into provinces some hours ahead of the mails, chartering a special packet on the same occasion to convey the papers containing the news to Belfast.

1849.—The firm instituted its now world-famous railway bookstalls on the London and North-Western Railway.

The present head of the business is the Hon. W. F. D. Smith, whose mother, after his father's death, was created Viscountess Hambleden.

Some idea of the enormous size of the business may be gained from the following table of approximate figures:—

Number of papers sent out daily from No. 186, Strand	1,250,000
Number of volumes in libraries (more than)	1,000,000
Number of postal addresses kept at 186, Strand	40,000
Number of miles of string used annually in packing	12,000
Number of employees	10,000
Number of shops and bookstalls	1,000
Number of horses in head stables	130

The stables are naturally an important part of Messrs. Smith and Son's business, and the firm are justly proud of their horses, which are so familiar to Londoners as they trot along between the shafts of the bright red carts.



WILL U. S. BE CREOLIZED?

Sir George Birkwood, an English authority on Anglo-Indian questions, inspired by Prof. George Dawson's book entitled "The Right of a Child to be Wellborn," has written a book in which he propounds a racial question affecting North America, being in effect a warning that, unless carefully combated, the present tendency will eventually lead to the creolization of the people of the North American republic and that ultimately Canada, not the United States, will be the dominant state of the two Americas.



THE SUCCESSFUL MERCHANT NOT AN ACCIDENT.

The successful merchant is not an accident, nor a creature of luck, nor anything else except a man who knows his business. He has found the reason. He studies his merchandise all through the buying and selling. He knows profitable and unprofitable goods. He knows the leaks. He bolsters the weak spots. He does not keep so busy that he forgets that he is manager. He unloads on his men and requires them to do the things he taught them how. He has cut the guess-work out of retailing and manages with his eyes open. He knows enough about finance to stretch his capital by discounts, etc.

News of the Book Trade

**Gossip About Bookmen, Books and Authors—
Items About Happenings Among the Wholesalers
and Their Representatives.**

Within a few weeks the firms of McLeod and Allen, McClelland and Goodechild, A. R. Macdougall & Co. and J. Bevan Hay, Canadian representative of the Eaton, Crane, Pike Co., will remove from 42 Adelaide West to the new building at 264 King Street West.

McLeod & Allen will occupy the main floor, and Mr. Hay's office and sample room will also be located there. McClelland & Goodechild and A. R. Macdougall & Co. will occupy the second and third floors respectively. Cassel & Co. now occupying the top floor of the building at 42 Adelaide Street, will remove to spacious quarters in the building of A. A. Allan & Co. on Bay Street.



Two new titles by well known authors.

It seems likely that Upton Sinclair's new novel "Sylvia" will have something of the success of "The Jungle," dealing as it does with widely discussed eugenic problems. It is the "inside" story of a large society wedding in the southern circle—a situation which suddenly develops into tragedy. Like Brioux and Charles Rann Kennedy, Mr. Sinclair speaks for a higher ideal—a different attitude toward the "wild oats" question.

The inevitable relation of supply and demand has brought forth in this country a crop of text-books for the teaching of German by the Direct Method, which seems to be rapidly passing the experimental stage. All these, however, have been intended for first year work. The first book to carry on this method into the second year is "Mundliche und Schriftliche Uebungen," by Professor Bruno Boezinger, of Stanford University, which is announced by Messrs. Holt and Company for April 5th. Oral and written composition is here shorn of half of its terrors by the added interest that results from dropping English as the medium between the thought and its expression.

William Copp, head of the book department of the Copp, Clark Co., leaves about June 1st on two months visit to Europe.

J. B. Lippincott Co. have removed their Canadian office at Montreal, to 201 Unity Building.

Among the recent lists issued by the Copp, Clark Co., is one dealing with outdoor books including a new edition of Henry Saylor's "Bungalows." The book is lavishly illustrated and has over 200 pages and by reason of its increased size the price of the new addition is \$2.00 retail instead of \$1.50.

The Copp, Clark Co. have issued "Amateur Mechanics," the fourth of a series of paper bound books giving many examples, with illustrations, of useful contrivances for the home and business uses and for amusement. Mr. Copp referred to the ready manner in which volumes of this nature are taken up. They treat in a practical way, subjects of vital interest and thus sell

readily upon introduction by the salespeople in the book-shops.

What parent has not been at times non-plussed by the How does? Why does? What is? onslaughts of the children? Now comes a book to ease their path. It is called "The Parents' Book" and is essentially a cyclopaedia of answers to children's questions. Some parents themselves would find such a volume of wide benefit. There are answers to thousands of questions covering an infinite variety of subjects and the information is given so that a child can understand it. It tells of the oldest things, the biggest things, the longest things in effect—"all about everything" and has numerous illustrations and a useful feature is a detailed index of questions.

J. M. Dent, the veteran London bookman and educationist, head of the publishing house of J. M. Dent & Sons, who opened a branch Canadian house recently, ar-



J. M. Dent.

rived in Toronto in May and proceeded on a trip through the West to Edmonton. An interview with Mr. Dent will appear in the July issue.

The coming of The Suffrage Annual and Women's Who's who, for 1913, published in London by Messrs. Stanley Paul & Co., is a sign of the times.

London's latest literary novelty is a poetry exchange, which has been opened in a charming eighteenth century house on Devonshire Street, Bloomsbury, by Harold Munro. There he welcomes poets and poetry lovers to read poetry, discuss it and buy it. On shelves are editions of the poets, major and minor, and upstairs there will be poetry reading twice a week. Then there are bedrooms where visiting poets can lodge in a thoroughly poetic atmosphere. Munro's object is to further the publication of poetry and keep poetry lovers in touch with the work of new poets whose product is unsaleable by ordinary booksellers. It is an artistic rather than an economic enterprise.

Among the books just published by Ginn & Company, two of especial interest to the general reader are "British Social Politics," by Carlton Hayes and "Social Forces in Modern Literature," by Philo M. Buck, Jr. "British Social Politics" affords an interesting review of what has been accomplished by the present British ministry along the lines of social reform and the welfare of the working classes.

(Continued on page 48.)

Books Received

Jack Ballington, Forester. John Trotwood Moore, Toronto: Thomas Langton. Cloth \$1.25.

The story concerns the fortunes of Jack Ballington, who, on account of his gentle life and apparent lack of fighting qualities, seems in danger of losing both his material heritage and the girl he loves. But heredity will not be denied, and in the stirring crisis he measures up to the traditions of his forefathers. It is a love story with tender sentiment, in which Mr. Moore's writing excels, and also plenty of dramatic and humorous situations.

Virginia. Ellen Glasgow. Toronto: Musson Book Co. Cloth \$1.25.

In this great realistic novel, a woman's heart, at the mercy of a system and a tradition, reflects the entire history of a people. It is not only a personal history, but it is the new history, which in its amplest meaning includes every trace and vestige of everything that man has done or thought. We have here that history which is conscious that the tiniest stirrings of emotion, the surprises, the set convictions of the obscurest individual are a legitimate part of the structure of life and go to the making of a civilization. As Arnold Bennett has immortalized "The Five Towns", so Ellen Glasgow has caught and set in lasting mould, the civilization of Virginia.

If It Please You. Richard Marsh. London: Methuen & Co. Cloth 6s.

A collection of stories by a master of sensational fiction. In this volume Mr. Marsh touches every key, but he will be found by his large public to be more whimsical, fantastic, and humorous than they are accustomed to find him.

Alberta. Leo Thwaite. Chicago: Rand McNally & Co. Cloth \$1.00 net.

Believing in the future greatness of Alberta, the author writing well and forcefully, has brought forward the many claims that this country has upon the attention of the investor, the tourist, and the homeseeker.

The finances, the progress, the railroads, the politics, and all the natural and industrial wealth of this country have been closely studied and recorded.

The book, dedicated by Leo Thwaite, the author to the pioneers of Alberta will fill a known desire for detailed and authentic information on the "granary of America."

Levity Hicks. Tom Gallon. Toronto: Macmillan's. Cloth \$1.25.

A story laid principally in a "Superior" London boarding house, suggesting in a way "The Third Floor Back."

"Full of delightful people. As is generally the case with Mr. Gallon's work, the charm of the book lies in the fact that the author does not forget that he has a sense of humor. I recommend the book as one of the best I have read for a very long time."—London Punch.

The Heart of the Hills. By John Fox, Jr. Illus. by F. C. Yohn, Toronto. McLeod & Allen. Cloth \$1.35 net.

Setting of the story is in the mountains and the Blue Grass region. Jason & Mavis Hawn, mountaineer children, together with Majorie and Gray Pendleton, southern aristocrats, play the important roles in the tale, whose background is a feud between the Hawns and the Honeycutts, Jason's ancestors, and the desire of the people of the Blue Grass for the rich coal beds in the mountains. The interweaving of these elements and the criss-cross love affairs of the contending forces make the story.

Retrospection. Hubert Howe Baneroff. New York: The Baneroff Company. Cloth \$2.00.

The author of this book went to California when he was twenty years of age, since which time for a period of sixty years that fascinating land has been his home.

"Retrospection" is an analytical review of the Century. All interested in the opening of the Panama canal, or in the development of California and the countries around the Pacific, or in civic purity will find this book of interest and importance.

A Friendly Germany: Why Not? Lady Phillips. London: Constable & Co. Cloth 2s. 6d.

A book suggesting new trains of thought for those who have come to the regrettable conclusion that war between Britain and Germany is inevitable. The author acknowledges having received help from friends in both countries in the preparation of the book. It is a strong appeal for a close bond of friendship that will be impervious to artificial agitation.

Christian Unity at Work. Edited by Charles S. Macfarland. New York: The Federal Council of the Churches of Christ in America. Cloth \$1.00.

The intent of the volume is to indicate the growth and trend of Federal Unity and to forecast the future work of unifying the religious forces of the world as it is likely to progress under the present constitution of the council.

A book that will appeal particularly to pastors and active laymen in the different evangelical denominations. With this volume came the "Report of Proceedings of the Second Quadrennial Council of the Federal Council of the Churches of Christ in America," this being a paper bound book of 140 pages.

The Table for Two. Eldene Davis. Chicago: Forbes & Co. Cloth \$1.00.

A comprehensive compendium of recipes for good things to eat.

Making The Farm Pay. C. C. Bowsfield. Chicago: Forbes & Co. Cloth \$1.00.

In this big book the author takes the farmer by the hand and leads him along thoroughly practical paths to success and larger profits. It is not a book of theory but tells just how to get the best results with the least labor and the least waste; it tells how to mix brains with the soil and get the most out of an acre.

Heroes of Farthest North and Farthest South. J. Kennedy Maclean. London: W. & R. Chambers. Cloth 1s.

An adaptation from the authors more exhaustive work "Heroes of the Polar Seas."

The Autocar Year Book for 1913. London: Iliffe & Sons. 2s. 6d. net.

This book of 112 pages prints in convenient form for the benefit of readers "beyond the seas," a review of automobiles and automobilism as they stood at the opening of the year constituting a valuable book of reference not only for those who would learn the technical aspects of the subject but those interested either from a business or recreational point of view. The compilation has mainly been carried on by men having personal knowledge of Britain beyond the seas.

First Aid to the Servantless. Mrs. J. G. Fraser. Cambridge: W. Heffer & Sons, Limited. Paper 1s.

This book is extraordinary in that its author argues to persuade the large majority of householders to remain servantless and to build and fit their houses with that very intention. The book shows the way by a wealth of practical suggestions with numerous illustrations.

Record of Copyright Books

Publications of the Different Canadian Publishing Houses During the Month Ending May 15th.

FICTION.

- Addison Broadhurst.** Edward Mott Woolley. Toronto: McClelland & Goodechild. Cloth, \$1.25.
- Air Pilot, The.** Randolph Parrish. Toronto: McClelland & Goodechild. Cloth, \$1.25.
- Because of Jane.** J. E. Buckrose. Toronto: McClelland & Goodechild. Cloth, \$1.25.
- Colonel's Story, The.** Mrs. R. A. Pryor. Toronto: Macmillan. Cloth, 50c.
- Common Lot.** Robt. Gerrick. Toronto: Macmillan. Cloth, 50c.
- Desert Gold.** Zane Grey. Toronto: Musson Book Co. Cloth, \$1.50.
- Elizabeth and Her German Garden.** Modern Fiction Library. Toronto: Macmillan. Cloth, 30c.
- Ever After.** Juliet Wilbor Tompkins. Toronto: McClelland & Goodechild. Cloth, \$1.25.
- Greater Love Hath No Man.** Frank L. Packard. Toronto: Henry Frowde. Cloth.
- Great Gold Rush, The.** W. H. P. Jarvis. Toronto: Macmillan. Cloth, 25c.
- Heart of the Ancient Wood, The.** Chas. G. D. Roberts. Toronto: Copp, Clark Co. Cloth, \$1.25.
- Land of the Spirit, The.** Thomas Nelson Page. Toronto: Copp, Clark Co. Cloth, \$1.25.
- Levity Hicks.** Tom Gallon. Toronto: Macmillan. Cloth, \$1.25.
- Long Way, The.** Mary Imlay Taylor. Toronto: McClelland & Goodechild. Cloth, \$1.25.
- Mrs. Red Pepper.** Grace S. Richmond. Toronto: McClelland & Goodechild. Cloth, \$1.25.
- Opening Door, The.** Justus Miles Forman. Toronto: Musson Book Co. Cloth, \$1.50.
- Out of the Depths.** Robert A. Bennet. Toronto: McClelland & Goodechild. Cloth, \$1.25.
- Polly of Lady Gay Cottage.** Emma C. Dowd. Toronto: Copp, Clark Co. Cloth, \$1.00.
- Queen's Tragedy, The.** Robert Hugh Benson. Toronto: McClelland & Goodechild. Cloth, \$1.25.
- Red Hand of Ulster, The.** George A. Birmingham. Toronto: Musson Book Co. Cloth, \$1.25.
- Reflections of a Beginning Husband.** Edward Sanford Martin. Toronto: Musson Book Co. Cloth, \$1.20.
- Richard Carvel.** O. Wister. Toronto: Macmillan. Cloth, 25c.
- Running Sands.** Reginald Wright Kauffman. Toronto: McClelland & Goodechild. Cloth, \$1.25.
- Sylvia.** Upton Sinclair. Toronto: Thomas Langton. Cloth, \$1.50.
- Turn of the Sword, The.** O. MacLean Savage. Toronto: McClelland & Goodechild. Cloth, \$1.25.
- Unforgiving Offenders, The.** John Reed Scott. Toronto: Copp, Clark Co. Cloth, \$1.25.
- Uphill Climb, The.** B. M. Bower. Toronto: Copp, Clark Co. Cloth, \$1.25.
- Village Tragedy, A.** Woods, M. L. Toronto: Macmillan. Cloth, 25c.
- Virginian, The.** O. Wister. Toronto: Macmillan. Cloth, 25c.
- Voice of the Heart.** Margaret Blake. Toronto: Thomas Langton. Cloth, \$1.50.
- Wheels of Chance, The.** H. G. Wells. Toronto: Macmillan. Cloth, 50c.

NON-FICTION.

- Along the Road.** Arthur Christopher Benson. General. Toronto: Musson Book Co. Cloth, \$1.75.
- Ancient Ideals.** H. O. Taylor, 2 Vols. Toronto: Macmillan's. Cloth, \$5.00.
- Candies, Bon Bons, and How to Make Them.** Marion Harris Neil. M.C.A. General. Toronto: Musson Book Co. Cloth, \$1.25.
- Co-operation in Agriculture.** G. H. Powell. Toronto: Macmillan. Cloth, \$1.50.
- Country Life Movement.** Bailey. Toronto: Macmillan. Cloth, 50c.
- Economic Interpretation of Constitution of the United States.** C. A. Beard. Toronto: Macmillan. Cloth, \$2.25.
- Educational Administration.** Strayer & Thorndike. Educational. Toronto: Macmillan. Cloth, \$2.00.
- Essays in Taxation.** E. R. A. Seligman. Economics. Toronto: Macmillan. Cloth, \$4.00.
- Farmer of To-morrow, The.** F. I. Anderson. Agriculture. Toronto: Macmillan. Cloth, \$1.50.
- Farm Management.** G. F. Warren. Agriculture. Toronto: Macmillan. Cloth, \$1.75.
- Genetics.** H. E. Walter. Science. Toronto: Macmillan. Cloth, \$1.50.
- Golden Word, The.** Golden Rule Series. Sneath-Hodges-Stevens. Toronto: Macmillan. Cloth, 55c.
- How to Help.** M. Conington. Toronto: Macmillan. Cloth, 50c.
- Household Bacteriology.** R. E. Buchanan. Science. Toronto: Macmillan. Cloth, \$2.25.
- How to Grow Vegetables.** French. Toronto: Macmillan. Cloth, 50c.
- How to Keep Hens for Profit.** Valentine. Toronto: Macmillan. Cloth, 50c.
- How to Keep Bees for Profit.** Lyon. Toronto: Macmillan. Cloth, 50c.
- How to Cook in Casserole Dishes.** Marion Harris Neil, M.C.A. General. Toronto: Musson Book Co. Cloth, \$1.25.
- Human Behavior.** Colvin & Bagley. Science. Toronto: Macmillan. Cloth, \$1.00.
- In the Vanguard.** K. Trask. Drama. Toronto: Macmillan. Cloth, \$1.25.
- Japan.** Hearn. Toronto: Macmillan. Cloth, 50c.
- Labrador: The Country and the People.** Travel. Dr. W. T. Grenfell. Toronto: Macmillan. Cloth, \$2.50.
- Larger Aspects of Socialism.** W. E. Walling. Sociology. Toronto: Macmillan. Cloth, \$1.50.
- Lectures on the American Civil War.** J. F. Rhodes. History. Toronto: Macmillan. Cloth, \$1.50.
- Malaria.** W. B. Herms. Science. Toronto: Macmillan. Cloth, \$1.50.
- Manual of Practical Farming.** McLennan. Toronto: Macmillan. Cloth, 50c.
- Manual of Qual. Analysis.** W. F. Hoyt. Toronto: Macmillan. Cloth, 30c.
- New Gardening, The.** Walter P. Wright. General. Toronto: Musson Book Co. Cloth, \$2.00.
- New Housekeeping, The.** Christine Frederick. General. Toronto: Musson Book Co. Cloth, \$1.00.
- Posture of School Children.** J. H. Baneroff. Toronto: Macmillan. Cloth, \$1.50.
- Science of Human Behavior, The.** M. Parmelee. Science. Toronto: Macmillan. Cloth, \$2.00.
- Self-Supporting Home, A.** St. Maur. Toronto: Macmillan. Cloth, 50c.
- Short History of American Negro, A.** G. B. Brawley. Toronto: Macmillan. Cloth, \$1.25.

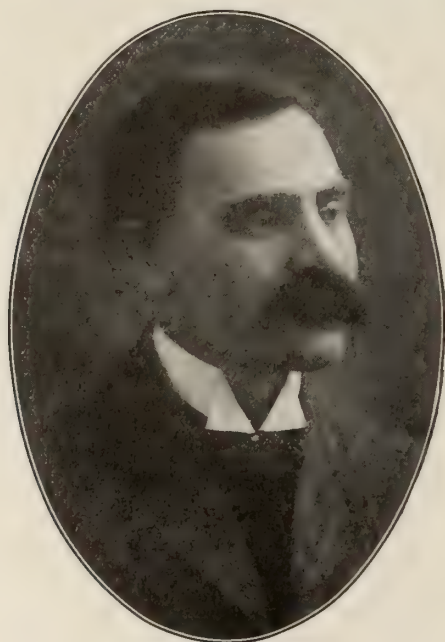
WESTERN RETAILERS ORGANIZE.

(Continued from page 17.)

to the city, as is sometimes the custom. "There is no key," he stated. "The city isn't locked. It is yours. It is open to all."

Speaking upon the direct object of the convention—upon which, as a retailer he was thoroughly qualified to talk, the Mayor referred to the difference in the merchandizing problems of the West from those of the East. "We are a country in the making, out here," he said, "I think Saskatchewan is the richest province in the Dominion. If not at once, yet in latent wealth. But we are keeping our eggs too much in the one basket. We are too much grain growers. I'm glad the question of diversification is going to be taken up."

H. G. Smith, president of the Regina Board of Trade, and one of those who conceived the idea of the present gathering, referred to the splendid work done by Mr. Burton, and those with him on the committee which arranged the programme. He referred, especially, however, to the half hour's discussion



J. F. BOLE, M.L.A.,
of the Regina Trading Co., unanimously
elected President of the newly organized
Saskatchewan Retail Merchants'
Association. This picture was taken
some years ago.

which would follow every paper. That discussion, he thought, would be of the greatest value. If the delegates did not make it so it would be the delegates own fault. "Freight claims are going to be treated by a railway man," instanced Mr. Smith. "Let this man hear of your own cases. Tell him of your delays if you have suffered. Let us put our case clearly before these people. It is the only way we will derive the benefit we want.

"The question of Insurance is also coming up. Something may be said of a uniform policy. Let us talk over carefully the advisability of that."

J. F. Bole, welcoming the delegates on behalf of Regina's retailers, jumped right into his favorite subject of credit. On this, or rather on the inadvisability of giving, or taking credit, Mr. Bole feels very keenly. His remarks were received with an enthusiasm which showed how many feel with him, even though they may as yet have been unable to adopt the cash system.

RETAILER NEXT TO FARMER.

"At election time," said Mr. Bole, "we all get out and say what a big man the farmer is, and how he has built up the province. This is true, but next to the farmer the retailer is the man who has most helped.

"I'm one of those who has changed from credit to cash. Some say that credit must be given, but I say that if so the retailer should not do it with no security, and let the implement man get all the security.

"I hope," said Mr. Bole, "that out of this convention will grow a big strong, retailers association. I won't agree to fixing prices; don't believe in it. But I do believe there are many objects we can accomplish by uniting—this question of credit is one of these. I personally do not think that any man in a large centre is justified in doing a credit business. To change to cash is only a matter of a month's adjustment. Your customers soon get the new idea. In smaller places, perhaps, credit must be given, but if so let us get some way of securing ourselves."

THE QUESTION OF BUYING.

Following an address upon buying from the retail point of view, delivered by H. Snell, of Moose Jaw, arose one of the many interesting discussions of the convention.

Is it best to buy from the traveler or to go down to the market?

How often should a stock be turned over?

Would collective buying prove an advantage?

These and many other equally important points were raised, and so free was the discussion, and so animated, that D. B. Detwiller, of North Battleford, the chairman of the evening, had his hands full to see that all got their opportunity to put a query, or to state their experiences.

A buyer, Mr. Snell brought out, must know his departments. He must know what the business can do, and he must have his finger on the pulse of the community. He must know the demand. Only when the buyer can properly co-ordinate the wants of the business and of the trade is he successful.

Certain steps can be taken to assist the buyer. Records are of value, and records should be kept. It is well to have a maximum and a minimum amount fixed for staples. Then the stock of these will never be exhausted. Neither will it ever be so large that too much capital is wrapped up.

One of the best ways to determine what to buy as brought out by Mr. Snell is to take the advice of those who are selling. Travelers should know what is moving well elsewhere. They can give useful information.

STUDY TRADE PAPER FOR MARKETS.

A buyer must know the market. How is he to get the information. "There is no better way," said Mr. Snell, "than through the trade papers, which thoroughly go into this, and which deal with conditions likely to affect the market."

The best buyer, it was pointed out, is not necessarily the man who gets the cheapest goods—rather is the one who gets the best goods and the right goods. He can only get this desired result by remembering the retail selling end, and he must not be handicapped by bad credit. If a buyer is to do the best work, his firm must keep its credit high. The concern must have a reputation for paying cash, or for paying promptly.

Initiative is another asset of the good buyer which Mr. Snell emphasized. "A man must be ever on the look-out for new lines which will be trade winners for the staple lines. That promotes the general turnover."

OFFICERS ELECTED.

At the final meeting of the convention, the officers were elected as follows:

President—J. F. Bole, Regina.

1st Vice-President—F. J. Agnew, Prince Albert.

2nd Vice-President — W. W. Cooper, Swift Current.

Treasurer—J. L. S. Hutchinson, Saskatoon.

Secretary—H. J. Robinson, Saskatoon.

In opening the discussion the chairman summed up the address as one which had clearly brought out the desirability of a buyer getting the closest prices, the best goods at the proper time. In a sentence this did summarize the remarks, but Mr. Snell had started those four hundred retailers thinking, and the questions and comments came thick and fast.

FREQUENCY OF STOCK TURNOVER.

"How often should a general stock be turned over in a year to make a profit?" asked J. F. Bole.

"That," said Mr. Snell, "depends largely on the profit. You might turn it once and make a good profit. You might turn it four times and make none. I think, though, that a stock should be turned at least three or four times.

"Yes," commented Mr. Bole, "but I think it is the exception when a stock is turned three or four times and money is lost. My experience has been that turning twice means losing money. Turn the stock 2 1-2 times and expenses are cleared. Turn it four times and you make a good profit."

W. C. Paynter, of Tantallon, told of his own experience. "I do about \$50,000 business," he stated. "I carry an \$18,000 stock and turn it about three times."

T. G. Agnew, of Prince Rupert, brought the subject around to the proper rate of profit. "In the West," he said, "Money is worth about 10 per cent. without any risk. So when a man is taking the risk of business he should get from fifteen to twenty per cent."

FROM TRAVELER OR HOME?

"There are two systems of buying," stated ex-Mayor Smith, of Regina, "one is from the travelers, the other from the house. Now can we do better by buying from a reputable man representing a reputable house, or by going down to that house?"

This, it appeared, was a point upon which there was considerable difference of opinion. "As a general rule," said Mr. Snell, "I think we can do as well with the traveling representatives. In some cases it is possible to get goods which are hard to secure from the house, and always it is possible to get a certain amount of service. Personally I would hesitate to buy from a house which would not give as good prices through its traveling representatives as it would to the man who went direct."

A different opinion was held by Mr. Little of Regina. "It is better by far to go to the market in the majority of cases," he said. "There are certain lines manufactured by concerns which do not cover the territory. Perhaps for this very reason they can give better prices. Go into the wholesale or manufacturing plant. Get quotations and select the best and the cheapest. Get staple lines from the travelers, but it is a strong point for the buyer to go to the manufacturer. He can see how the goods are made for one thing, and then he gets incloser touch with the manufacturer and the jobber.

TUESDAY MORNING SESSION.

Generally speaking, there are but two classes of people in Canada as far as railways are concerned—those who run them, and those who run them down. When representatives of these two classes meet to discuss the subject of transportation an interesting session results. This proved to be the case at the Regina convention.

Tuesday morning's session was given over to the question of transportation, generally, and to the securing of claims in particular.

D. C. McDonald, Division Freight Agent for the C. P. R. at Regina, had, in what he called a moment of weakness, consented to address the retailers on the general subject of Freight Transportation and Traffic.

Getting down to the questions which are of particular interest to the retailers as consignees, Mr. McDonald referred to the tracing of freight. He outlined the methods adopted to keep track of the rolling stock, and showed that merchants can find where their shipment is. "Be careful in asking us to trace



Group photo of some of the delegates at the Regina convention. This, however, does not show more than half of those in attendance. As there was a reception at Government House for the lady visitors when this picture was taken, only a few of the feminine sex are in it.

cars, though," he asked. "Remember the railways are more interested than any one else in getting cars to their destination, and in having them back in new service once more."

Then Mr. McDonald referred to the moving of grain, which labor has to be accomplished in a few months." You can help us and yourselves in this connection," he said, "if you will release your cars promptly. Your holding a car may mean that some farmer who owes you is unable to have his grain moved and so is unable to get the money to pay his debt. You may think that a little far-fetched, but in a broad sense that very thing is happening daily."

Mr. McDonald closed with an appeal to the retailers to do all in their power to bring the farmer to see the necessity of establishing means of storing his grain. He had no sooner taken his seat when a big question was hurled at him.

Said W. J. Peart: "It has been stated in the House that the rate of operation per mile here in Saskatchewan is less than in the East. Why then should we pay more? For example I bought some goods in Pittsburgh, and the rate on them to Minnesota transfer was 32 cents, and from Minnesota transfer here 72 cents."

At once there came applause, and not a little laughter, as Mr. McDonald, smiling, arose to reply. He was not to be drawn into this question, however, stating that the subject is now before the courts, and that therefore he did not feel that he had better deal with this.

WANT TO KNOW CLASSIFICATIONS.

T. G. Agnew, of Prince Albert, chairman for the meeting, here brought out the absolute necessity of knowing the rates. "I've been in this country longer

than any of the rest of you," he said. "I came in 1872. My whole experience has been that it is absolutely necessary to know the classifications and the rates."

"There is no excuse," stated W. J. Peart, "why any one in the hardware business should not know the classification various lines come under. These are given in most hardware catalogues. With this information, the retailer can get the rates from the road. Then he can check up weights and watch the rates." "I know one firm," he added, "which claims to save from \$5 to \$15 a day by carefully going into this matter."

"In the case of an incorrect classification having been given," stated the chairman, "we make the wholesaler put up. They often make mistakes, and it is just they should pay for these."

C. E. Phillips, of Kindersley, complained that the weight as listed by the wholesale house, and that upon which he was asked to pay freight, often was different.

Mr. Agnew saved Mr. McDonald the necessity of going into this. "I know that is sometimes the case," he said. "I have found it result this way. Take a box of Canada Plate for instance, with a gross weight of 112 pounds. When you are billed, there is nothing to do but pay. Make your complaint to the wholesaler and let them take it up."

Here C. G. Burton made a suggestion which was received with great favor, but which, it was decided to leave over until the Association should be properly formed.

"I think," he said, "that the Provincial Government should undertake the appointment of a freight traffic expert. To him complaints could be made,

and a thorough investigation started. The railways have a rule, you know, that if an agent collects an undercharge, he is responsible for the difference. As a result he is not going to take any risks on classification. He will put the goods in a high class rather than a low."

J. Jones, Freight Claims Agent of the C. P. R. at Moose Jaw, spoke on the question which is his business, and which so closely affected the business of all his hearers. He made his points largely by illustration, and gave many valuable suggestions. Yet, though there was enthusiastic approval of the address, many held with Mr. Bole that the Claims Department of the railways needs a good deal of simplification, in order that the merchant may get the prompt service that is his due.

"Freight claims, and how they can be reduced," stated Mr. Jones, "has been a problem among railway men for years. The importance is obvious when it is considered that on the Saskatchewan division of the C. P. R. in 1912 \$294,146.12 was paid out. Freight claims, and how to adjust them satisfactorily has driven some men to an early grave and other men to drink. The railway employees," proceeded the speaker, "are not without blame for the amount of the claims, but the shippers are too careless." Mr. Jones instanced the case of silent salesmen, which are shipped often with only a few boards put about them—boards which are dignified by the name of the crate. Furniture is often insufficiently protected. Stoves and ranges are not properly packed. Weight of these has been reduced. The castors are so fragile that they are very easily broken, yet stoves are not crated at all."

THE PAYING OF CLAIMS.

Passing from this phase of the subject, Mr. Jones undertook to show how the merchant should proceed to secure the payment of claims. It was this point which brought about the keenest discussion.

"If you receive goods in a damaged condition," he said, "or if a shortage exists, do not reject the entire consignment. Ascertain the damage or shortage, and have the agent endorse on the freight rate receipt. Then sign only for what you get. Do not sign for ten cases if you get only nine.

"When you have this note of the shortage or damage prepare a claims bill. Send the original bill of lading and the paid freight receipt. If you have not got the bill of lading, attach a memorandum, but immediately write the shipper for this. Then send this claim through your local agent, or direct to my office. I'll demonstrate we pay in three or four days."

Perhaps thinking the merchants would expect too speedy settlement, after this statement, Mr. Jones proceeded to explain why delays are sometimes necessary. "When you consider," he said, "that I only

to be passed upon by four others, who call upon me to prove the claim is just, you can see where delays occur. You must remember to sign only for what you get, and to have a note made of the condition in which the goods are received. If you don't do that you'll be foolish, and deserve to suffer loss."

CASE OF CONCEALED LOSS.

"What are you to do," inquired C. E. Phillips, after Mr. Jones had taken his seat, "when you find after paying your freight that there has been damage done, or that a shortage exists?"

"That is concealed loss," answered Mr. Jones. "You should examine the package before making payment, and if there are signs that it has been opened fraudulently, then open it at once in the presence of the local agent. If later you find there has been a mistake made in the quantity report at once.

J. Evans, of Prince Albert, here submitted a number of questions.

"Would it not be well for claims agents to have prepared a pamphlet explaining exactly how claims are to be made?" he asked among other things.

"I'll do that myself as soon as I get home," answered Mr. Jones.

Discussion on Cash System

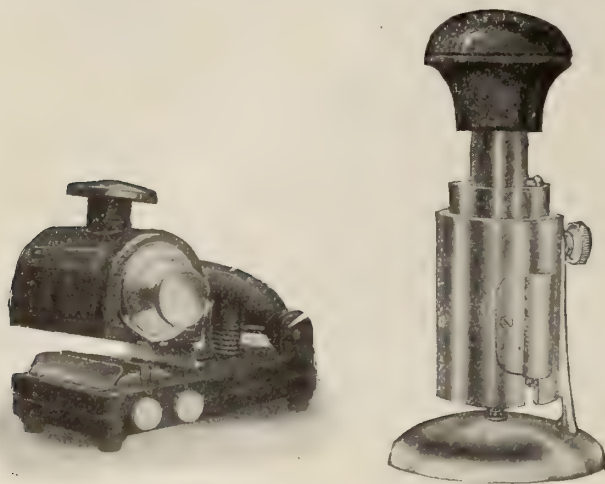
In most events there is a feature which remains long in the minds of those fortunate enough to be on hand. Comic operas usually have their one catchy tune. Baseball matches have their critical innings, or their garrison finishes. So it was in Regina; the great moment in the convention of Saskatchewan retailers undoubtedly being the discussion on the question of cash business—a discussion which occurred Tuesday afternoon, following an address on credits, wholesale and retail, delivered by Henry Detchon, general manager of the Canadian Credit Men's Association, Winnipeg. In the hotel rotunda after the meeting, on street corners, and even in the theatre to which the whole convention adjourned Wednesday night, men could be heard earnestly discussing this question, and making comments upon the remarks of J. F. Bole, who single-handed stirred the convention by his strong advocacy of the cash basis of business.

In the early sessions, Mr. Bole had mentioned the necessity of doing business for real money. Mr. Detchon's address brought the matter more prominently forward, however, and Mr. Bole took the occasion to go fully into his views.

(To be concluded in July issue.)

New Office Specialties.

Two interesting office devices to be offered the trade in Canada are illustrated herewith. They are products of the Office Utilities Manufacturing Company, of 149 Broadway, New York. The Premo Check Protector insures, it is said, absolute protection against alteration. At one operation it inks and prints on both sides of the

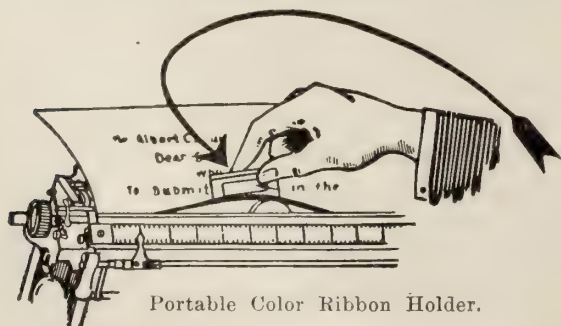


paper, forcing the ink through and penetrating the fibre of the paper. This indelible impression cannot be altered or erased without destroying the paper. Of special importance is the fact that the impression does not slit or crinkle the fabric of the check, but makes a sharp, clear print that stands out boldly on both sides. In construction and operation the protector is simplicity itself and its appearance, as may be judged from illustration, is exceedingly substantial. It will retail at \$15.

The Premo Eyelet Machine, made to sell at \$5.00, with box of 500 eyelets, is automatic and instantaneous in character, rapid and reliable in operation. One blow on the handle does the trick and the eyelet will hold from two to ten sheets and hold them fast. The eyelets come ready-strung on wires (25 to the wire) and you simply drop into the machine a string of the eyelets. After that you have no eyelets to handle, as they are fed automatically from the wire to the jaws, and when the string is exhausted you drop in a fresh wireful. The machine is simple in construction, and there is nothing about it to get out of order. By the simple turning of a screw all its mechanism is exposed, if you wish to see it. It is built on practical lines and does practical work, stands but 6 inches in height, is compact and beautifully nickeled.

To Supersede Two-Color Ribbons.

A device ensuring any color on any typewriter is being introduced by The Device Corporation of Big Gap,

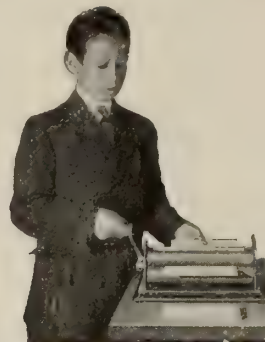


Portable Color Ribbon Holder.

Virginia. It is called the "Typewriter color ribbon holder." As indicated by the illustration accompanying this paragraph, the holder is easily detachable. The makers claim that it reduces almost fifty per cent, besides economizing the operator's time.

The New Envelope Sealer.

The "Office Boy," is the name of a new envelope sealer, manufactured by the Berger Manufacturing Company, of Cincinnati, O. This device weighs fourteen pounds and the manufacturers say it has a capacity of over 100 letters a minute and that it will seal any size envelope without adjustment, doing the work rapidly and neatly. The machine is simple in construction, but substantially built.



"The Office Boy" Addressing Machine.

"The 'Office Boy' is mounted on a solid iron base with heavy enameled iron sides. The sealing device consists of two solid felt reels running parallel to each other. The moistening of the envelope flap is accomplished by another solid felt roll with a metal roll superimposed to press the gummed flap. By a simple operation the flap is turned just as it enters the sealing roll. Edward J. Allen, of London, Ont., has taken the Canadian agency for the Berger Manufacturing Co.



One of the new covers of Gage's school blank books.

Another New Pencil Sharpener.

The "Louis Myers" is a new pencil sharpener which, the makers say, will put a fine point on a pencil without breaking the lead or wasting the pencil. Not only that, but by a simple dial adjustment at the top, a fine, medium, coarse or crayon point may be made. The feed is controlled by gravity, no pressure being required and pencils may be round, oval, hexagonal or square. The machine may be used without being screwed down. It is being marketed by the Mechanical Products Co., of Brooklyn.

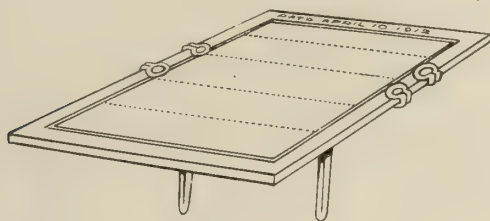
Silhouette Miniatures.

A company has been organized in New York to take over the patent rights of John Scharl for the manufacture of silhouette novelties of which the forerunner was a series of pencil tops which are now attracting consider-

able attention in the trade. Clever likenesses of Washington, Lincoln and President Wilson have been widely sold and others have followed including silhouette reproductions of the heads of prominent people including baseball players. Besides pencil tops, these new silhouettes include tops for fountain pens, bottle stoppers, shaving brushes, pipes, cigar and cigarette holders, charms, scarf-pins, canes, umbrella handles, toilet articles, desk furniture, mantel ornaments and other things that imagination may suggest.

A New Pin Ticket.

The Copp, Clark Co. are now manufacturing a new style of pin ticket called the "Noesting," having obtained the rights for Canada. They have installed two large machines capable of turning out an enormous out-



put. These self-fastening pin tickets have no sharp points to injure the fingers. The ticket has a double wire forming rounded points fastened from the base of the ticket. When inserted, these points divide the threads, thus preventing the injuring of delicate fabrics.

New Post Card Lines.

Some interesting post cards are being introduced this season by Valentine & Sons, notably a new card featuring strips of local views, with a choice of about fifty different designs, including patriotic subjects and views of notable points of interest in Canada. Speaking of the possibilities of doing business with these new cards, without the danger of being loaded up with surplus stock, Mr. Banks, one of the directors of the Canadian branch, pointed out that the company possessed such an extensive variety of local views covering practically every point of the country, that they were able to produce editions by using these existing views, thus making it possible to supply small editions, without delay because of the immense stock of the cards brought over from the works in Scotland, in readiness for inserting the local view strips as required.

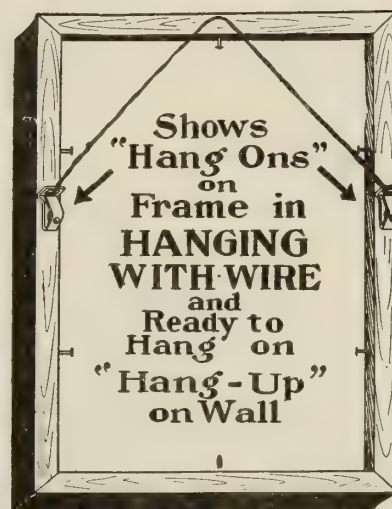
That the postcard trade like other mercantile lines has to show continual progress, is demonstrated by the improved and extensive new offerings which the different firms are continually submitting to the trade. To meet the demand for a more exclusive class of local views, Valentines are beginning to produce editions of real photo local views to retail at two for five cents. The point that they count upon to appeal with special force is that dealers will thus be able to get small editions of local views without entailing a large investment of capital, yet providing cards to retail at a popular price.

A Four Coin Bank.

A child's bank that will receive four coins—pennies, nickles, dimes and quarters, is now being supplied the trade by A. L. Salomon & Co., of 345 Broadway, New York. This bank is strongly made of steel and is japanned, making a nice appearance. It can be operated easily by means of a crank on the side. The bank is made to hold \$10. When that amount is deposited, it opens automatically.



The "hang on" and "hang up" hangers.



Showing the hangers in use.

New Photogravure Process.

New goods being introduced by Menzies & Co. this season embrace the products of the Vandyke Studios, of Britol, a subsidiary concern of E. W. Savory, Limited. These consist of productions by a new photogravure process direct from copper plate and brought down to a commercial basis. Attractive view books and post cards are prominent among the samples being shown. Ernest N. Savory was in Toronto in May in connection with the launching of the Canadian end of the new undertaking. Mr. Savory was recently instrumental in establishing, at Bristol, the Royal West of England, Academy of Art, the fifth institution of its kind in England, and he is chairman of the council.

Brief Items About New Productions.

The Edison Home Kinetoscope is one of the interesting new arrivals. The makers describe it as neither a toy nor a delicate piece of complicated mechanism. The films are said to be non-inflammable and may be pur-

chased outright or obtained through the company's film exchange.

Motion pictures in color for any standard size machine whether for the theatre or the home are shortly to be supplied by the Colorgraph Co., of New York, according to a report from that city.

The Pictograph Co., of New York, has introduced a small moving picture projection apparatus that will take any standard size ten-inch reel of film. It is designed for school or home use.

The Hydra photographic dry plate recently introduced by the Paget Prize Plate Co., of Watford, England, is claimed to be proof against overexposure.

Among the new desk trades just being introduced to the Canadian trade by Warwick Bros. & Rutter is one with an attachment called the "Springrasp" which is designed to prevent papers from blowing about the office and out through the windows. Another new item is a solid brass letter basket. These baskets have five heavy felt feet to prevent the marring of desks.

From the L. L. Poates Publishing Co., of New York, comes a folding wall map 40 x 34 inches in size, printed on both sides and giving a comprehensive reference map of the world together with a parcels post zone map of the United States and maps of the north and south polar regions, the Panama Canal and various valuable reference tables and historical facts. It is designed for office, school and home use.

An illustrated list covering various lines suitable for the variety departments of book and stationery stores comes from Fraenkel Bros., of London, England.

CATALOGUES RECEIVED.

"The Going Away Book" is the title of an aristocratic sort of catalogue issued by Dennison's. Copies have been mailed to 300,000 homes in the U. S. and Canada, and it is urged upon dealers to follow up by show case and window displays the interest thus created in "going away season" goods. The off-set process was used in the printing of this book, the cover being in five colors, the inside pages in two, black and gray, resulting in a peculiarly soft effect. The whole treatment is distinctive and out of the ordinary, yet practical. "Ask your Dealer" appears on every page.

From C. N. Reynolds & Co., Toronto, comes a new illustrated catalogue of "Sectionups" made by Shaw Walker of Muskegon, Michigan, for whom the Reynolds firm act as Ontario distributors.

From Godefroy Mayer, 41 Rue Blanche, Paris, comes a hundred page list of old engraved portraits relating to the history of America.

A special export trade catalogue of selections from T. Fisher Unwin's complete catalogue contains volumes considered to be most suitable for trade in the Dominion and the United States.

TRADE EXPANSION IN CAMERAS AND SUPPLIES

(Continued from page 30)

a special plate for lantern slides, which are of sufficiently slow speed to warrant their being manipulated with almost as yellow a light as that used for developing papers. Numerous manufacturers have placed on the market apparatus for making these slides from negatives of varying sizes. In cases where your customer does not desire to go to the expense of such apparatus, his own camera can be utilized in a simple home-made stand.

It is not the purpose of this article to give detailed instructions as to the construction of this apparatus, for dealers are probably sufficiently familiar with the methods to explain them without further information. We will be glad, however, to give further details should dealers so desire.

The United Photo Stores have opened a branch store in the Harold A. Wilson Building at 297 Yonge Street, Toronto, with B. Burford, formerly on the staff of the Adelaide Street store in charge.

TWO EXHIBITIONS.

Thousands of art lovers attended the Kodak Exhibition held at Massey Hall, Toronto, during the week of May 5th. The exhibit was composed of hundreds of pictorial enlargements from negatives made by amateurs in all parts of the world, finished in a tone suitable for the subject and artistically framed. Among the collection were many Canadian views. In the evening entertaining lectures were delivered by Dr. William Torrence Stuchell, illustrated by colored lantern slides, and followed by motion pictures of a humorous character. No admission fee was charged nor were any goods placed on sale, the exhibit being a purely educational one.

At the 22nd annual exhibition of the Toronto Camera Club, 178 of the 458 photographs submitted were chosen by the jury composed of W. Cruikshank, R.C.A., Owen Staples, O.S.A., and T. J. Leatherdale. The pictures exhibited were of a high degree of excellence both as respects composition and workmanship. The display by Canadian exhibitors compared most favorably with those shown by the English, German and American camera artists. The gold medal was won by Egon Ratibor, of Winnipeg, whose view of The River of Toil was much admired.

BOOKSELLERS AND STATIONERS ORGANIZE.

(Continued from page 15.)

ants under the competitive system of distribution was an unnecessary tax on the wage-earning population.

Address by Hugh Blain.

In the course of a thoughtful address dealing with the unfairness frequently exhibited, generally by blatant people without any fundamental knowledge, but who cried aloud blaming retailers for the high cost of living, Hugh Blain said in part:

"The amassing of people in villages, towns and cities increases the cost of living. It gives the farmer better markets for his produce and he takes what profit he can get. Some farm products have increased a couple of hundred per cent. in price in recent years. Local markets create demand and naturally raise prices. The unprejudiced thinking person cannot come to any conclusion other than that the economic conditions of the age are the cause of the high cost of living."

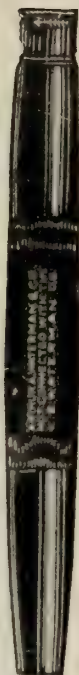
The New Officers.

The officers for 1913-14 consist of the following:—

President—E. C. Matthews, grocer, Toronto.
1st Vice-President—B. W. Ziemann, Preston.
2nd Vice-President—G. B. Ryan, Guelph.
Treasurer—Neil Cameron, Peterboro'.
Secretary—E. M. Trowern.

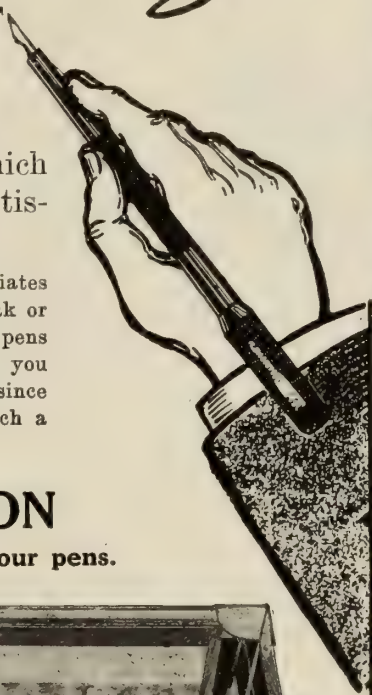
**WHY DON'T YOU SELL THE PEN THE
USER WANTS?**

The Pen with the Magic Button



The "A.A." Self-filling fountain pen, for which there is no substitute, gives universal satisfaction.

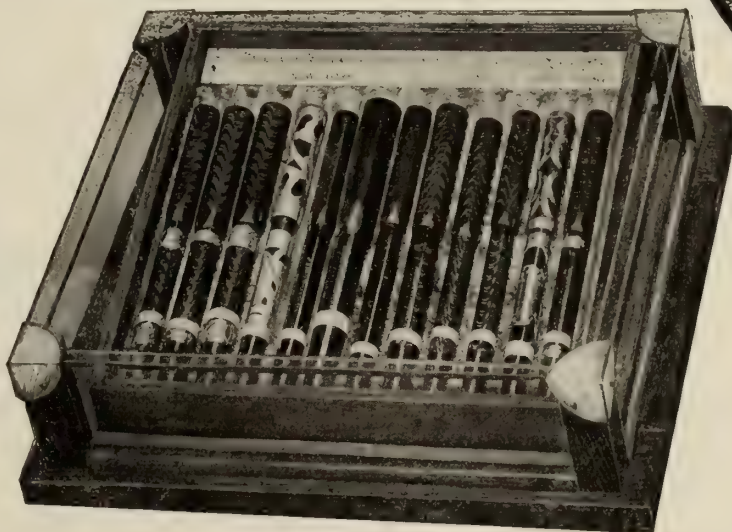
Every bookseller and stationer handling our self-filler appreciates its exclusive selling features. There is no joint to stick, break or leak, the reservoir is guaranteed for two years, and our gold pens are furnished in such a wide variety of styles and sizes that you can suit your most fastidious customer. This pen has long since passed the experimental stage and has been perfected to such a point that we can absolutely guarantee satisfaction.



"A.A." PEN PERFECTION

is a standard of perfection maintained in ALL our pens.

An attractive assortment in show case as shown here will be furnished dealers adding our line.



ARTHUR A. WATERMAN & COMPANY

22 THAMES ST., NEW YORK

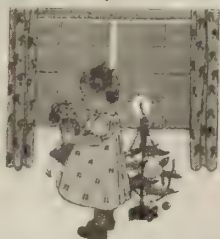
NOT CONNECTED WITH THE L. E. WATERMAN CO.

POST CARDS, PICTURES AND ART NOVELTIES

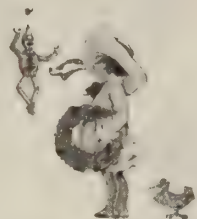
(Continued from page 29)



THIS LITTLE
MESSENGER
BRINGS YOU MY
BEST NEW YEAR'S
WISHES



MERRY CHRISTMAS
with candies and
toys.
And let us good
fare for you and
your family.



With a jumpety-
bumpety-thumpety
bump
My best Christmas wishes
reach you in a jump.

ing a dollar, especially if this man were willing to spend money to help you, would you be willing to invest some effort to make this profit?

No doubt you will be thinking as you read this that you would jump at such a chance, yet this is just the sort of an opportunity many dealers turned down last year. The greeting card publishers invested their best effort and good money to get out attractive sample display books but many a dealer failed to invest the effort necessary to close the sales and make the transaction mutually profitable. Consequently, both the publisher and the dealer lost money. The dealer lost the profit which should have been his but which went to competitors, many of itinerant salesmen representing those firms who ignore the retail trade, all because of the lack of interest and initiative and negligence in the matter of the proper method of cultivating sales.

THOUGHT MEAT IS HIGH
AND LIFE IS HARD
STILL JUST ONE CENT
WILL BRING A CARD



From a series of "write" cards. Reminders that a reply is due.

The merchant himself should come to the full appreciation of the importance and possibilities of this line by making enquiries and learning of the extensive business done by other merchants and the methods employed by them. They will hear of instances where dealers even in small towns sold hundreds of dollars worth of personal Christmas cards—big business without any risk, without tying up a cent of capital and at a profit exceeding the percentage realized on the turnover of goods largely stocked in the store.

Take your clerks into a quiet corner one by one and fill them full of the Greeting Card salesmanship. First show how to get a customer's interest and create desire for Greeting Cards—get them enthusiastic about the idea. The volume of business that will result by introducing the subject to your customers will surprise you. Include effective publicity in your efforts. Create interest and lodge in the minds of the people of your vicinity the con-

viction that your sample books are unexcelled. Then have a representative, or several of them, cover your town and district completely. Do the thing thoroughly and remember that by giving the best possible satisfaction this year you will be paving the way for still bigger business next year, because this year's customers will not only place orders with you again but they will tell others. You will be setting a cumulative force in motion. If you don't do it, be sure the other fellow will!



KEY TO ILLUSTRATIONS:—"Light on a Dark Subject" and "I'm Afraid of the Dark," page 29, courtesy Pugh Specialty Co.; Birthday card, page 29 and "Write" card page, courtesy, Sutcliffe Co.; "My Lodger Lad," page 30 and "Indian Head," page 44, personal Christmas card, courtesy, Menzies & Co., string of postcards and calendar page 44, courtesy, Musson Book Co.



STANDARDIZING ENGRAVING STYLES.

The National Association of Steel and Copper Plate Engineers have instituted a prize competition for alphabet and monogram designs open to all letter artists, designers and engravers irrespective of membership in the association, the idea being to cultivate the standardization of social styles of engravings and for the purpose of adopting an "official style" for 1913 and 1914 by vote in convention next July in New York city. The prizes offered for alphabets are \$100.00 for first choice, \$50.00 for second choice and \$25.00 for third choice. For monogram styles \$15.00 as a first prize, \$10.00 second prize and \$5.00 third prize. All designs are to be sent to Peter T. Hoehn, 17 Elm Street, Buffalo, N.Y., not later than July 1, 1913. Every wrapper must be marked "Letter Designers' Competition."



CHRISTMAS GREETING FOLDERS

Edition de luxe

You can depend on all your orders being filled promptly. We manufacture every card we sell.

WRITE NOW FOR AN AGENCY.

Lyon & James Limited, 168-174 West King St.
TORONTO

DON'T SWEAR

at your stenographer when she gives you a letter full of "period holes" caused by an old roller—USE

FRAMCO BACKING SHEETS

Ask for a sample on your letterhead. Make "her" happy and save yourself "REAL MONEY."

W. S. FRAMPTON

30 ST. JOHN STREET - MONTREAL, P.Q.

The Canadian Lawyer

The Everyday Business Law of Canada—the subjects arranged in alphabetical order and reliable. Nearly 500 pages, bound in cloth, for \$2.00.

THE CHAIRMAN'S HANDBOOK

For Business and Social Meetings. By the late Sir J. G. Bourinot, formerly Clerk of the House of Commons. The Citizens' Edition in Boards, 50c; in Cloth, \$1.00. The larger work for Municipal Councils and Ecclesiastical Synods and Annual Church Conferences, Cloth \$3.00; Half-calf, \$3.75.

THE DOMINION CONVEYANCER

By W. H. Hunter—a large work consisting of Conveyancing Forms only. 1897. \$4.00.

Trade supplied or any of the above sent express prepaid on receipt of price by

The Carswell Company, Limited

19 Duncan Street - Toronto, Canada

We Are Helping The Dealer To Sell Our Goods

Here is one of a series of ads being run in different magazines: This is backed up by monthly blotters containing these ads. and booklets setting forth the merits of **Peerless** carbons and ribbons.

*That's it—Letter and Copies
both Clear.*



It's a simple matter to keep your letters and copies up to the mark. Remember the name "**Peerless**" when you buy your Typewriter Supplies. **Peerless Ribbons** give your letters the bright, business-like appearance that men admire. **Peerless Carbon Papers** make copies as clear and easy to read as originals.

PEERLESS

Carbon Papers

Typewriter Ribbon

A trial order will show you what life can be put into letters and carbon copies. Phone the Peerless dealer or write to us direct for samples.

The dealer's name appears on the blotters and the booklets.

This is part of the co-operation that counts by which we promote sales through our dealers.

IT WOULD PAY YOU TO HAVE THE **PEERLESS** AGENCY FOR TOWN AND DISTRICT.

WRITE FOR OUR PROPOSITION

PEERLESS CARBON & RIBBON MFG. CO., Limited, 176-178 Richmond St. W.
TORONTO - ONT.

In the Music Department

Pithy Items Picked Up Here and There of Interest to the Music Trade—New Music Firm Established.

A circular to the Canadian music trade announces the purchase of the combined businesses of Musgrave Bros., The Dominion Music Company and the Canadian interests of A. H. Goetting, by Musgrave Brothers and Davies. The members of the new firm, C. E. and G. A. Musgrave and A. L. E. Davies are all veterans in the music business and are well known throughout the trade.

Mr. Davies has been the Canadian representative of A. H. Goetting for the past five years, while Musgrave Brothers opened up in sheet music in Toronto several years ago and met with very good success. The business end is now in charge of G. A. Musgrave, while C. E. Musgrave will assume charge of the firm's sheet music department in the Robert Simpson Company's store. The wholesale department in the Stair Building at the corner of Adelaide and Bay Streets, Toronto, will be Mr. Davies' headquarters.

The Masselwhite Goldring Music Company of Prince Albert, Sask., is now located in its new home at 133 River street.

Geo. W. Paul, former representative of R. S. Williams & Son Company, has joined the selling force of the Porter Art and Music Company, of Winnipeg.

Jean Mack, late of Jerome H. Remick & Company, Detroit, has joined the sales staff of the J. J. H. McLean Company, of Winnipeg, in charge of the sheet music department.

According to reports, a new music house will be established in Toronto very shortly. A well known Toronto salesman who is organizing the enterprise is said to have the backing of a prominent Canadian financier.

"The Celestaphone," the name of the latest musical instrument placed on the Canadian market by the R. S. Williams Company, is a combination of the guitar and mandolin with improvements of a very radical character.

The Copp Clark Co., have issued volumes dealing with Liszt and Handel in the series of "Masterpieces of Music," each volume containing a biography and appreciation of the composer with reproductions of notable compositions.

Three hundred and fifty members attended the annual convention of the Affiliated Federation of Musicians of America which was held in Toronto during the week of May 12. Many of them were accompanied by members of their families.

According to A. L. E. Davies, of Musgrave Bros. & Davies, "Nights of Gladness Waltz" which has just been put before the Canadian trade, will eclipse all previous musical successes. The author, Chas. Ancliffe, is new to the music world.

The fourth volume of the Imperial Edition of music books has been issued by Whaley, Royce & Company. The publication contains a selected list of classics used in the principal colleges, conservatories and universities in their junior and intermediate examination work.

"The Canadian Bandsman & Musician" is a new publication that will make its initial appearance during the first week of June. H. Y. Clayton is editor and Bandmaster John Slater, of the 48th Highlanders is associate editor. R. S. Williams & Sons Co., Toronto, are the publishers.

Jas. E. McClellan, of Moose Jaw, Sask., has completed arrangements for the opening of a music and piano

store in Medicine Hat, Alta. Mr. McClellan formerly conducted the Assiniboia Music Company at Moose Jaw, which he sold to the Porter Art and Music Company of that city. The new store will be in charge of Mr. Brown, Mr. McClellan's sales manager.

Bowes Music House is the name of a new music firm recently established in Vancouver. J. W. Bowes who managed M. W. Waitt & Company's branch for the past six years is manager, while J. Estey Bowes, formerly connected with Fletcher Brothers, Ltd., is sales manager. J. W. Bowes, who has seen fifteen years of service in the music business was a director of M. W. Waitt & Company since its establishment and before severing his connection, was presented by the members of the staff with a handsomely equipped writing desk.



MUSIC RECEIVED.

Voice of Home, The. Words by Herbert J. Brandon.

Music by H. Lane Wilson. Toronto: Ashdown Music Store. 50c.

Written expressly for and sung by Madame Clara Butt. A song of which instinctively bring sweet reminiscences of childhood days.

Captain's Eye, The. Words by Noel Ferris. Music by

Percy E. Fletcher. Toronto: Ashdown Music Store. 50c.

A typical boat song, describing the experiences of a captain with a charming little lady passenger with whom he fell in love at first sight.

Heavenly Anthem, The. Words by Herbert J. Brandon.

Music by H. Lane Wilson. Toronto: Ashdown Music Store. 50c.

Written expressly for and sung by Madame Clara Butt.

Land of Mine. Words by Herbert J. Brandon. Music by

H. Lane Wilson. Toronto: Ashdown Music Store. 50c.



RECENT COPYRIGHTED MUSIC.

"Palm Room Ballads." By "Ernestine." Toronto, Ont.

"I'm Goin' Away." Words by Stanley Murphy. Music by Henry I. Marshall.

"Missing (Till the Sea Gives Up its Toll)." Words by James E. Dempsey. Music by Johann C. Schmid.

"I'm Getting Used to it." Words by Harry B. Lester. Music by Egbert Van Alstyne.

"Ashes of Love." Words by James E. Dempsey. Music by Johann C. Schmid.

"You're the Sweetest Rose that Grows in Old Killybegs." Words by Earle C. Jones. Music by Egbert Van Alstyne.

"Bacchante." Valse. By Stephen O. Jones.

"I'll Show You a Regular Time." Words and Music by Jack Smith and Moe Kraus.

"If I were in Love With You." Words by Ed. Madden. Music by Gus Edwards.

"Rag, Baby Mine." By George Botsford.

"La Brasiliana." Tango. By Sylvester Belmonte.

"Wagner Couldn't Write a Rag Time Song." Words by Wm. Jerome. Music by Jean Schwartz.

"You Got to Rag It." Words by Cecil Mack. Music by William H. Farrell Waterson.

"My Eskimo Queen." Words and Music by Jack Smith and Moe Kraus.

"That's Why I Never Go Home." Words by Bert Kalmar. Music by Harry Puck.

"Royal Canadian." March Two-Step. Arranged by Boyd Sylvester.

SHEET MUSIC AND MUSIC BOOKS OF THE BETTER CLASS

We are sole representatives in Canada of the leading English music publishers and carry a very complete stock of standard publications for educational and general use.

NEW SONGS, PIANO MUSIC, VIOLIN and ORGAN MUSIC, ANTHEMS and CHORUSES in great variety. Liberal discounts to the trade.

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EDUCATIONAL WORKS ON MUSIC

in use at the Royal Academy of Music, London, and principal College and Schools.

A PRACTICAL GUIDE TO VIOLIN PLAYING.

Price, 3s. net, cash. By HANS WESSELY.
(Professor of the Violin at the Royal Academy of Music.)
This Volume is intended to serve as a practical guide to the Violin Student from the very beginning of his attempt to master the instrument. Likewise, it is hoped that the artiste and accomplished violinist will find many valuable hints within its pages.

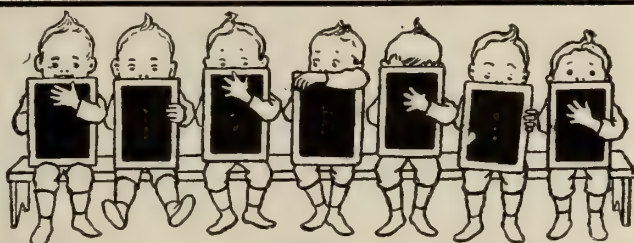
PIANOFORTE PLAYING ON ITS TECHNICAL AND AESTHETIC SIDES.

Price, 3s. net, cash. By CHARLES F. REDDIE.
(Professor of the Pianoforte at the Royal Academy of Music, London.)

This Book, intended as a guide for Pianoforte Teachers, is written as concisely as possible, and illustrated by numerous examples. It should also prove a useful Text Book for Students generally.

LONDON: JOSEPH WILLIAMS (Limited)

32 Great Portland Street W., or of your local Booksellers or Music Dealers. Descriptive Catalogue sent on application



PRETTY hard to figure profits on cards selling at 10c. a dozen. Why not feature 2 for 5 cards? Real photo—ideal local views, five views to each thousand, no culls—every card saleable, bigger variety and more profit. Delivery in two weeks. Worth investigating. Sample cards free.

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STREETSVILLE

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PERSONAL GREETING CARDS

Handle the up-to-date line and obtain satisfaction.

EXCELLENT QUALITY
UNIQUE DESIGNS

EXPERT PRINTING
POPULAR PRICES

NOW is the time to have a sample book reserved for the 1913 season. Write to-day.

NOVELTY DIE STAMPED CARDS FOR ALL SEASONS.

Norman Edson's Hand-Colored Photographs

Typical French-Canadian subjects and artistic landscape views. Write for particulars and list of subjects.

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MONTREAL, QUE.

M
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C

IS A MONEY MAKER AND BUSINESS GETTER FOR THE BOOKSELLER AND STATIONER

An account with me means the largest and most representative stock in Canada to buy from.

Everything in Sheet Music and Music Books

MUSIC PUBLISHER

ESTIMATES FURNISHED ON APPLICATION

PRICES
THE
LOWEST

MUSGRAVE BROS. & DAVIES

114-115 Stair Bldg.

Music Publishers, Dealers and Importers

TORONTO, ONT.

SERVICE
THE
BEST

M
U
S
I
C

OUTLOOK FOR HAND-BAG TRADE.

(Continued from page 27.)

ing novelties of various kinds, and the assortments now being shown are more varied and attractive than ever before.

Novelties in Indian goods are particularly favored in many sections of the country.

Leather goods of all kinds, particularly those painted with Indian heads and scenes of Indian life are always good sellers. Some of this class of goods sell at quite high prices, and appeal to the souvenir hunter and traveler who has plenty of money to spend, while there are any number of articles produced which can be sold at such low figures that they appeal to the slender purse as well.

The Importance of the Brush Stock.

The importance of carrying a good line of toilet brushes can hardly be over estimated. Not alone for the profit which can be made on their sales—which is not inconsiderable, but also for the prestige which a well assorted and properly displayed stock will give to the department.

Hair brushes and tooth brushes are two of the best paying articles in the whole comprehensive line of toilet accessories, yet they are too often the most neglected.

While a good line of staple brushes of every kind should be carried in stock, the new brushes that are constantly being brought out and placed on the market, particularly those showing novel or practical meritorious features, should be on the shelves of every up-to-date retailer.

It is also highly important that a fair line of the widely advertised and trade-marked brushes with which the public is so familiar, should be carried in stock, in order to take advantage of the advertising being done at the expense of the manufacturers.

Novelties in Hair Pin Packages.

Manufacturers of notion specialties have recently been paying considerable attention to the putting up of staple notions in attractive packages, and by so doing have succeeded in largely increasing the sales of many articles in general use.

Amongst the many articles to which they have turned their attention are ordinary black steel hair-pins. These have been put up in many different kinds of packages which, on account of their novelty, have had a very large sale.

NEWS OF THE BOOK TRADE.

(Continued from page 33.)

Arnold Thomas, of the Copp, Clark Co., is spending two or three months in England.

J. C. Murrie, back from his annual trip to Maritime Provinces for McLeod and Allen, spoke optimistically of business in the East.

Henry Frowde's annual exhibition of holiday publications was held at the King Edward Hotel in May, being in charge of George Stewart.

A largely increased number of toy books and juveniles were shown this year and as usual there was an extensive range of the different series of poets for which this house has built up so strong a connection. Prayer and hymn books in an infinite variety of bindings added materially to the interest of the display. Of the immense range of Oxford Bibles, only some of the more representative lines were included in this display.

Ethel Hart's "Dream Girl," one of the books recently issued by Musson's, is having a notably good reception at the hands of the reviewers.

The Book of Judges, by Edward Lewis Curtis, has been brought out in Macmillan's "Bible for Home and School," edited by Shailer Matthews.

Norman Angell, author of "The Great Illusion," who has been attending the Peace Congress in New York, is now touring the United States and will also visit Canada.

Edward Mott Woolley's new volume "Addison Broadhurst: Master Merchant" is somewhat similar to "Letters of a Self-Made Merchant to his Son." It is among the month's publications of McClelland and Goodechild.

New books added to Musson's list since the compilation of their recently issued spring list, include: "The Open Window," by E. Temple Thurston, "Joyous Gard," by A. C. Benson, and "The Red Hand of Ulster," by George A. Birmingham.

W. J. Newall, of McClelland and Goodechild, is at present in the Maritime Provinces, and in the messages he sent to the house during the past month were interesting accounts of the strong hold which fox farming has obtained in those provinces. This subject is dealt with in another column, reviewing the volume recently issued by the Dominion Conservation Commission.

Grace Richmond's new story, "Mrs. Red Pepper," is a sequel to "Red Pepper Burns." This story ran serially in The Ladies Home Journal as "A Country Doctor." It has been brought out in Canada by McClelland and Goodechild. The same house has issued "Widdecomb Fair," in which Eden Phillpotts is back on his old stamping ground of Dartmoor and the result is again clean and clever fiction.

Macmillan's have published "The Odd Farmhouse," by the Odd Farmwife, containing the story of a Kentish garden and house and country. This book contains the story of a Kentish garden and house and countryside, told by an American lady (a Southerner) who settled in the district with her husband, and describes the life around her with freshness and enthusiasm. The writer knows flowers and gardening, loves natural scenery, and her volume is written in a very attractive style.



TORONTO BUSINESS SHOW.

(Continued from page 25.)

labor-saving duplicating systems, by the use of carbonized sheets, were demonstrated. This was Mr. Rotherick's first visit to Toronto and he was much impressed with the progressive spirit of the city. While here he made arrangements for the handling of his company's products through Toronto agents.

The Staunton exhibit took the form of a model window display, an illustration of which is shown in this issue.

The demonstrations by the different adding machine experts was another source of interest to the visitors and with the numerous other methods employed to increase interest in modern business systems, the show was productive of much good and will have a beneficial effect upon the trade in general.



WILL THE THREE-DECKER COME BACK?

"They are long books (referring to Thackeray's works) I suppose, but I believe we will come back to the three-deckers some day. I believe we will come back to the novel that really means something. I want to tell you what Barrie said when we were talking of this very thing in London. He said to me—and I have not forgotten it: 'I like a novel to which I am lost as I am in the woods, and I do not want to come out.'"—F. Hopkinson Smith, in an interview in The New York Times.



LOOK

for the Elliott line of odd, unique and original productions for 1913—in

Tally Cards

Place Cards

Birthday

Greeting

Cards

Calendar Pads

Christmas

Cards and

Letters

Post Card

Calendar

Mounts

Party Invitations

Initial Stationery

Don't order until you have seen these goods.

**THE
CHAS. ELLIOTT
CO.**

North Philadelphia, Pa.

Canadian Representatives:
A. R. MacDOUGALL & CO.
42 Adelaide St., Toronto, Can.

B & P Standard Loose Leaf Devices

Two Catalogues in One

Suppose you are familiar with the stock number of a loose leaf item—and want price and size quickly. You can turn to the Numerical Index—in the new B&P STANDARD Catalogue—and get this information instantly—without referring to the body of the book.

In other words, every item is listed **two** ways, at least.

And if it was formerly a SIEBER & TRUSSELL line item, there is a separate index by the old S&T numbers.

This is just one of the many time-saving, order-getting features of this new B&P Loose Leaf catalogue.

If by any chance you didn't get your copy—write us.

Boorum & Pease Loose Leaf Book Co.



MAKERS OF

**"Standard" and "S & T"
LOOSE LEAF DEVICES**

MAIN OFFICE 109-111 Leonard St. **NEW YORK** **FACTORIES** Brooklyn, N.Y. St. Louis, Mo.

SALESROOMS

109-111 Leonard St., Republic Bldg., 220 Devonshire St., 4000 Laclede Ave.
New York Chicago, Ill. Boston, Mass. St. Louis, Mo.

CANADIAN REPRESENTATIVE

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An Experienced Salesman FREE at Your Service

Sometimes your customer wants to know something unusual about Blank Books. We have a man in your territory who is there to help you land such orders.

B&P salesmen are really servicemen. On the job to serve you in every way. Write or wire us whenever you need their special experience.

The best offer in Blank Books is a Frey Patent Flat Opening Book bound in full sheep ends and bands with Byron Weston's Paper.

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MANUFACTURERS OF

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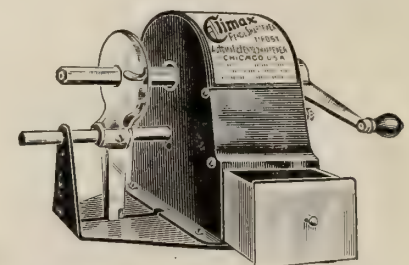
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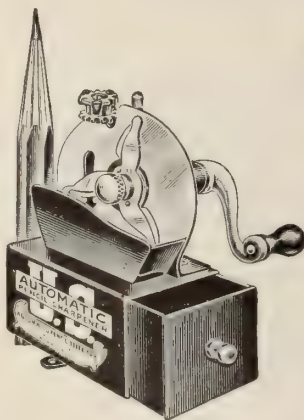
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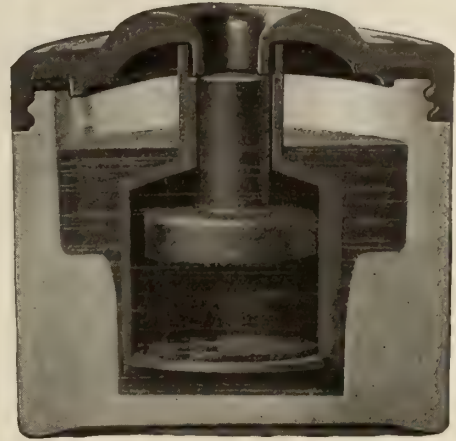
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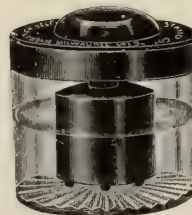
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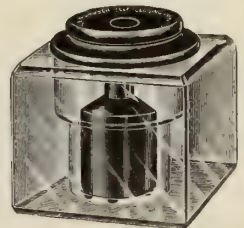
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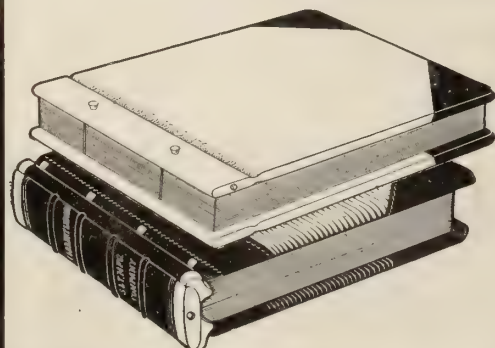
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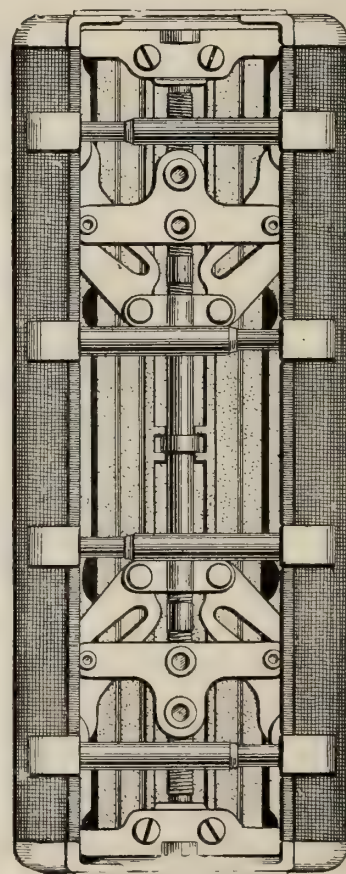
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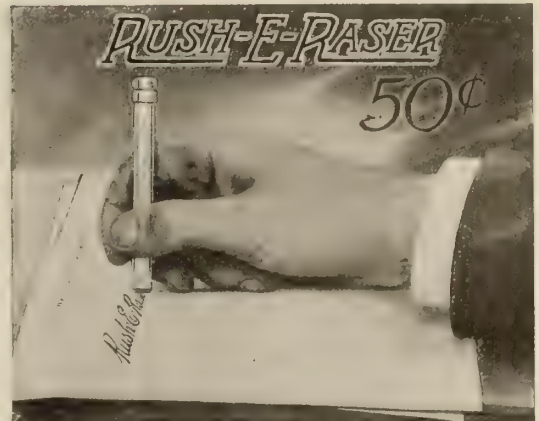
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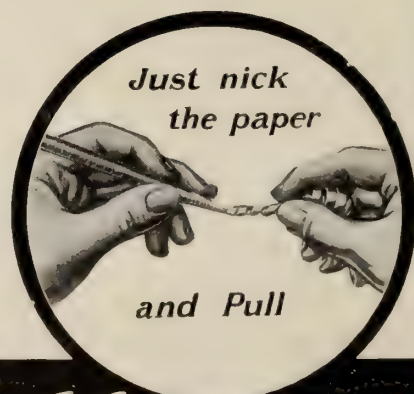
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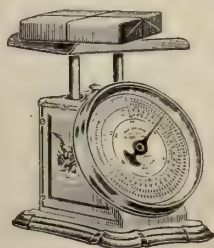
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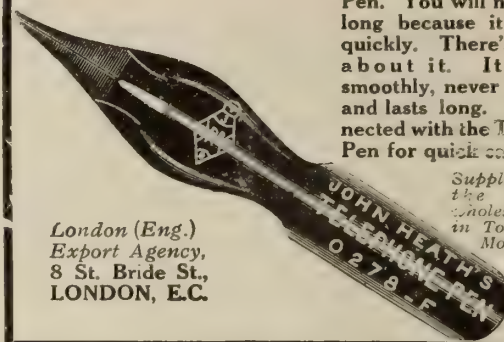
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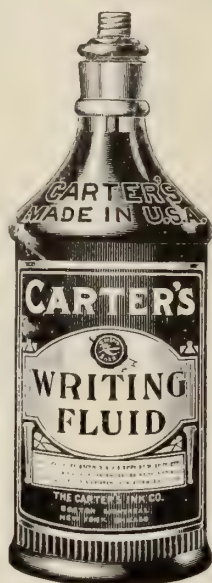


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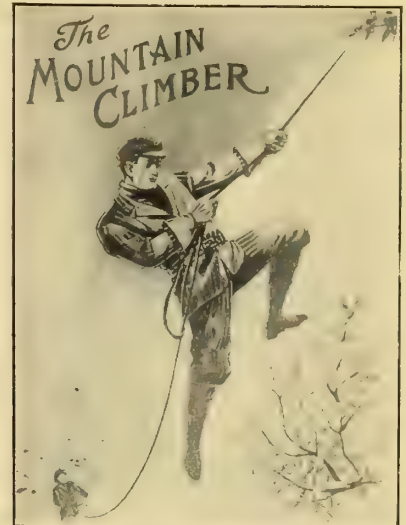
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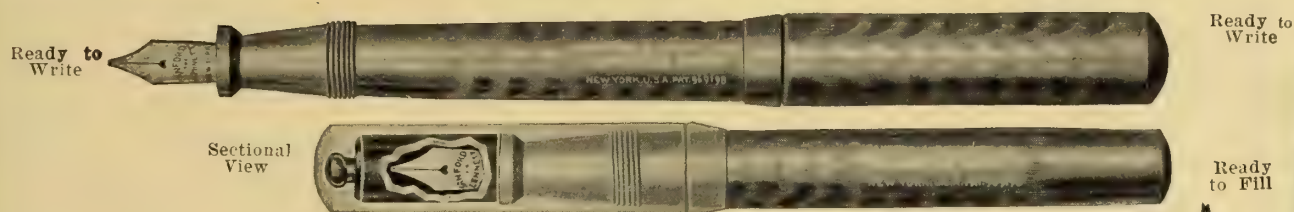
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No. 7



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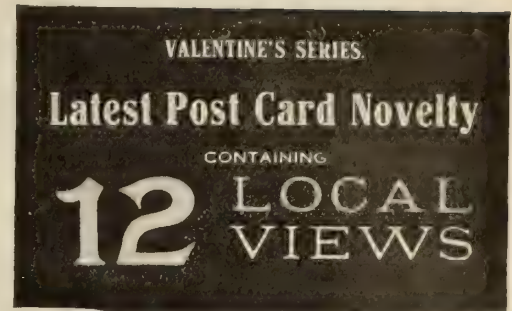
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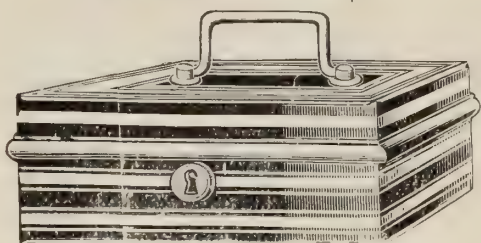
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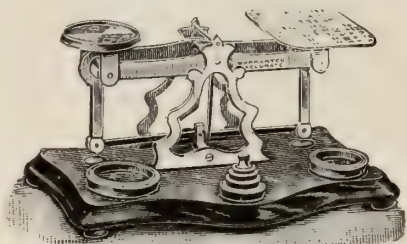
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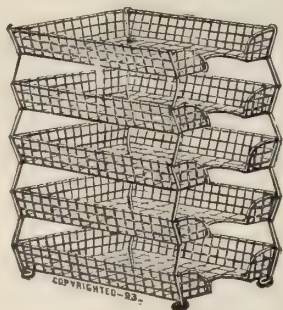
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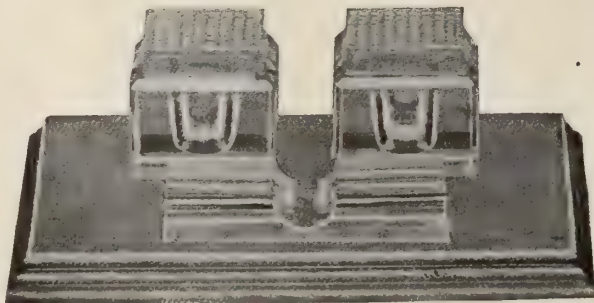
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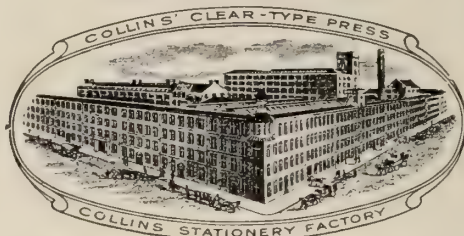
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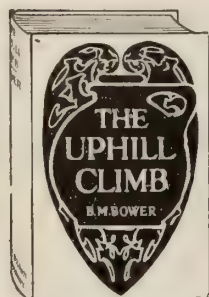
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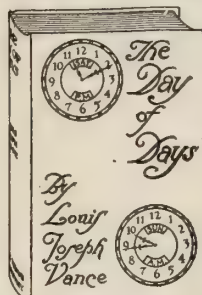
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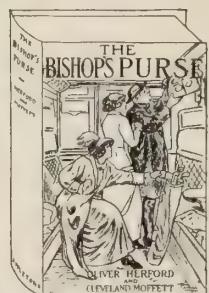
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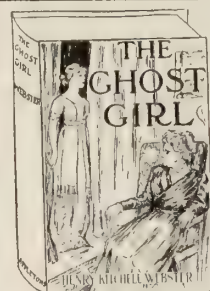
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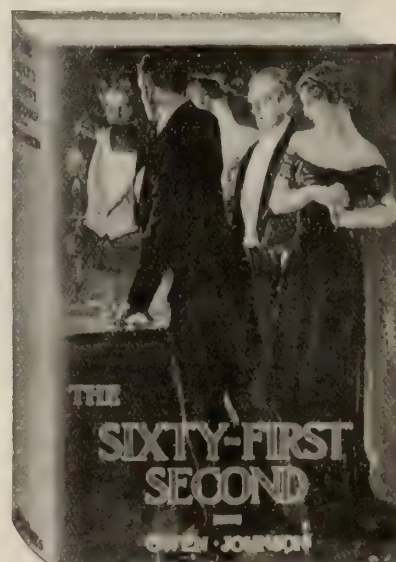
Cloth, 384 pp., \$1.25.

THE SIXTY-FIRST SECOND,

By Owen Johnson,
Author of "Stover
at Yale," etc.

Cloth, Illustrated,

383 pp., \$1.25.



SUMMER READING

The Copp, Clark Co., Limited

TORONTO

Harrison Fisher Latest Set



(Copyrighted)

Sixteen seasonable subjects by Harrison Fisher as shown above. Size 9 x 12 inches on assorted brown, grey and straw-colored mounts 13 x 17 inches. Although a summer set every subject in the set is an all year around seller. Ready now. Don't delay ordering. Price per set of 16 subjects, \$3.00.

1914

Now Being Shown

1914

**Valentines—St. Patrick
and Easter Novelties**

Our 1914 line for the above-mentioned seasons is the largest and most comprehensive range we have ever offered and includes a number of striking and unique novelties controlled by ourselves. The latest and most suitable pictures by Harrison Fisher, Christy, Montgomery Flagg, and other prominent artists have been worked up on attractive mounts, embellished with ribbons and will retail from 20c to \$2.50.

Hand-colored novelties in envelopes and boxes to retail from 5c to 25c.

Lace Valentines—Comics—Boxed Novelties—Panels — Drops—Pull Cards—Mechanical Designs—Tally Cards—Place Cards—Post Cards—Dinner Favors—Playing Cards and other necessities for Valentine and St. Patrick Parties or Dinners.

THE COPP, CLARK CO., Limited
WELLINGTON STREET AT PORTLAND SQUARE, TORONTO

THE LAWBRINGERS

*Far &
away
the
Finest*

*Canadian
Nobel of
the
Season*

\$1.25

\$1.25



*The Great
Nobel by*

G. B. LANCASTER

Author of "Sons o'Men," "The Spur," etc.

IT SATISFIES every requirement of the most CRITICAL novel reader.
IT DEALS with elemental forces—with those immortal things, the souls of men.
IT MANIPULATES an intricate plot so cleverly—
IT PENETRATES to life's uttermost depths so acutely—
IT GRIPS the reader so tenaciously—that EVERYONE must agree that

*It is far and away THE FINEST CANADIAN NOVEL
of the Season.*

THE
LAW BRINGERS

A Tale of the North-West Mounted Police

File your orders at once, and write for artistic
advertising matter to



OUTING HANDBOOKS

The new textbooks for outdoor work and play

They are a series of two hundred volumes covering all phases of outdoor and home life. "From bee-keeping to big game shooting" indicates the scope.

70 cents per volume

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FISHING KITS AND EQUIPMENTS—S. G. Camp. Selections and purchases for the fresh water angler.

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THE GASOLINE MOTOR—H. W. Slauson. Types of motors, valves, bearings, ignition, carburetors, lubrication, fuel, repair and upkeep.

THE HORSE—His Breeding, Care and Use—David Buffum. Thoroughly practical. Specially designed for owner of one or two horses.

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THE MUSSON BOOK COMPANY, LIMITED, TORONTO

CARDS—Buy From Me and Save Money

No. 1 Series: Xmas Greeting Folders

A choice selection of high class autograph greeting cards to suit all tastes. A very profitable line for the retail trader.

Wedding Invitations
Menu Cards
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A very fine selection of hand painted cards with real heather attached, and maple leaf designs. All the verses in these cards are original and copyright.

Ball Programmes
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Embossed, Fancy Cards

Card edge gilding, hand deckling, beveling, black bordering done to the trade.

I have had a lifetime practical experience in the all-round manufacturing of all classes of cards and stationery, and I can give you good value and satisfaction. If you want some good lines I can supply you.

JOHN BRADFORD, Wholesale Stationer, Card Manufacturer
Lombard Bldg., 70 Lombard St., Toronto

TELEPHONE ADELAIDE 4146

“The Proof of the Pudding”

L O N D O N

N E W Y O R K

T O R O N T O

AMONG THE
SIX
BEST
SELLERS
MAY REPORTS

Mrs. Humphrey Ward's New Romance of English Life

THE MATING OF LYDIA

With Photogravure Illustrations by F. C. Brock. Cloth \$1.25

Lydia Penfold is a young and charming artist, drawing in the Lake country for her living, and of a poetic and unworldly temper. Equally poetic and unworldly is the young landowner, Lord Tatham, who falls deeply in love with her. But his possessions weigh nothing with her, and unconsciously she is drawn away from him by the attraction of the other hero of the book, the young briefless barrister,

Claude Faversham. The old eccentric and tyrant, Edmund Melrose, who possesses immense wealth and a house filled with treasures of art, gets Faversham into his power and bribes him with the hope of a vast inheritance. But in Lydia's eyes, Melrose's wealth is poisoned. The novel is a study of rival passions as between Faversham and Tatham, and of a conflict of conscience as between Lydia and Faversham.

THE MUSSON BOOK COMPANY, Limited, TORONTO

Post Cards of What?

MERIT—the worthy sort distributed by the Sutcliffe Co., censors of Decent Cards—mostly with wordings—unusually appealing—with a beautiful or pleasing sentiment. Some clean humor, a real message, or an amusing jingle—

Cards that have a value, a convenience, a use within themselves. A something that makes the "other fellow" want them. They'll loosen up the money in the pocket and a try out will prove it—If you're not in touch, you're losing money daily.

Ask for a \$20.00 open order, returnable if you care to—leave you to judge.

The Sutcliffe Co. 77 York Street
TORONTO

NEW RESERVOIR MOISTENER

No. 9 PARAGON MOISTENER



A Moistener that requires filling but once in six weeks. It is sanitary, the parts consisting of glass reservoir and bulb and black rubber-oid roller. Has no felt or sponge to gum up and harden overnight. It is always ready for use. Sole manf's.

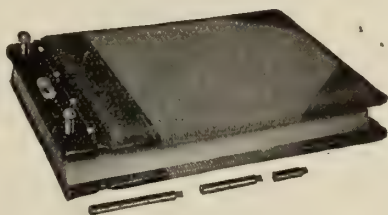
FRANK A. WEEKS MFG. CO., 93 JOHN STREET
NEW YORK

Sold by all leading Canadian Jobbers.

THE "EL SINORE"

A New Tatum Product

A model of convenience—Locks and unlocks with a push of the button—No loose key to be lost—Saves time, trouble and annoyance.



Will appeal to those not desiring a transfer binder with a separate key. It is distinctly a Tatum Product.

Write for our new Loose Leaf Catalogue, No. 31-G, just off the press. It contains many other surprises.

The Sam'l C. Tatum Co.

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Makers of "The Line of True Merit"

RECENT NOVELS OF MARK

BOBBIE—GENERAL MANAGER,

By Olive Higgins Prouty.

Once among a thousand we find a woman who unconsciously shoulders the burden of those about her. The problems and struggles of her brothers and sisters, their difficulties in college, in business, in love and in marriage, she makes her own. Such a girl is Bobbie. We love her, not because she is the usual pretty heroine, pursued by many admirers, but because, besides a subtle charm of her own, she possesses the splendid genius of womanhood. We predict for this novel a huge success, especially among women, and everyone who enjoys a clean, "home-y" story. CLOTH, \$1.25

A Novel of the New West,

THE JUMPING-OFF PLACE,

By Ethel Shackelford

A typically American story of the invigorating New West. Fortune lands a fragile society beauty in a Montana mining-camp—then follows a series of breezy, witty scenes and curtains, each one of which brings nearer the solution of the reader's guess. Jacket in Three Colors. NET, \$1.25

Frank L. Packard's Great Novel,

GREATER LOVE HATH NO MAN.

This novel has most obvious features of popularity, but the supreme and convincing evidence of its wide appeal lies in the fact that when issued serially the editor of the magazine in which it appeared received 1,500 enthusiastic letters commending the story—a record for his office, if not for any office. Of compelling interest, it is a big American story of sacrifice and compensation. Illustrated in Color by W. L. Jacobs. NET, \$1.25.

THE AMBASSADRESS,

By William Wriothlesley

There is great speculation in literary circles as to the identity of William Wriothlesley, the name under which some exceedingly clever woman has written **THE AMBASSADRESS**, the novel of Berlin Court life, which has created such a stir in Germany and Continental capitals. NET, \$1.25

For Later Publication,

THE MASKED WAR - By William J. Burns

This book promises to be one of the most popular non-fiction books of the year. It is the straightforward, unimpassioned story of the greatest modern struggles between an element of organized Labor and Capital. It is never unfair to Labor and will claim the careful attention of statesmen, employers, workmen and everyone interested in the adjustment of controversies between Capital and Labor. NET, \$1.50

WHEN GHOST MEETS GHOST,

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The action passing in the early fifties of last century gives scope for some quaint reminiscences, in the setting of which due advantage is taken. The book is certainly his best for many years. CLOTH, NET, \$1.25

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THROUGH THE HEART OF CANADA,

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Cloth, Illustrated, Net \$1.25

THE HEADQUARTER RECRUIT,

By Richard Dehan

Readers of the Dop Doctor will undoubtedly be interested in this new book. CLOTH, \$1.25.

S. B. GUNDY, TORONTO

Publisher in Canada for

HUMPHREY MILFORD

Peaches and Cream

Is the description with which one of our customers labelled the *Ernest Dudley Chase line*.

The samples certainly suggest this tasty combination and the goods will be just as hard to resist when shown in the shops.

This new agency is a winner—The line embraces Cards and Booklets for every occasion—Mottos worth framing—Easter Cards — Valentines — Tally Cards — Score Pads — Guest Cards—Programmes, Etc.

Our Salesmen start out this month—Please don't tell them it is too early to look at Easter cards and Valentines—"We pass your way but once" with these lines. The display is a dream, and includes *Frederick A. Stokes' Valentines* which we are carrying in Canada for the first time.

New Post Cards—Birthday Comics, Xmas, Etc.—Local Views—New Process Photogravure View Books.

Staple Lines

Blotting Paper—Plain and Fancy, Sealing Wax, Glucine, Birthday and Autograph Books, Leather Novelties, Patent Propeller Pencils.

If you haven't ordered all your requirements in Xmas lines, leave it to us to make up an assortment for you.

Be sure and make a point to see our samples—Everything we carry will make money for you.

Yours faithfully,

Menzies & Company, Ltd., 152-154 Pearl St., Toronto

Sole Canadian Agents

E. W. SAVORY, Ltd., BRISTOL
DORENDORFF & CO., LONDON, Eng.

LYON'S INK, Ltd., MANCHESTER
ERNEST DUDLEY CHASE, BOSTON

We Publish the Famous "MENZIES SERIES" Private Xmas Cards.

STOREY UPON STOREY

Story Upon Story

¶ Cass Gilbert, architect of the cloud-high Woolworth building, didn't stop the contractors when they had the first floor steel up, because the building didn't look finished.

¶ He was content to wait while, storey after storey, higher and higher, the structure reared its bones above the common level.

¶ He was satisfied to wait while the details of his plans were worked out—piece by piece, storey by storey, week after week, month after month, until the finished giant stood out one day in all its glory—catching the first rays and the last of an approving sun.

¶ He had a vision of the giant structure when the plans were drafted. He knew that success was ahead. The owners of the building had confidence in him and backed him up. The contractors followed specifications to the letter, and a big success and an everlasting monument to man's genius, nerve and pertinacity was the result.

¶ There would be more and greater business successes if there were more Cass Gilberts as advertising managers and more Woolworths to back them up. Advertising successes are built up just as the Woolworth building was—storey after storey, according to a preconceived and well defined plan.

¶ There are too many one-storey advertisers. They can't catch the vision of a big success, or if they can, they get dizzy-headed when they contemplate the height. They lack the nerve to back the advertising architect, and they doubt the greatest of all contractors—printer's ink.

¶ It will take months, and sometimes years to build up a big business through advertising.

¶ But once that building goes skyward, neither the adverse winds of competition, nor the earthquakes of changing conditions and hard times will ever shake it! There is only one condition—the foundation must be as solid as the rock upon which the Woolworth Building stands, and that foundation must be Honest Goods and Honest Prices and Honest Service. If you can build on these, there is no limit to the possibilities of your business. Otherwise your structure will totter and crumble over your head—as it should.

¶ Get the vision of a bigger business! Start to-day to make it a success through advertising, column upon column, story upon story, week after week. Keep at it. That's the idea! Keep everlastingly at it till results come in a satisfying measure.

¶ It is not necessary to begin with large space; begin small and enlarge as the business grows.

¶ And then keep on keeping on!

BOOKSELLER AND STATIONER

AND OFFICE EQUIPMENT JOURNAL

A monthly publication that thoroughly covers its Field

143 University Avenue

TORONTO, CAN.

The Demand throughout Canada for

Stephens' Ink

always large, is rapidly increasing. No progressive Stationer's stock is complete without a liberal supply of Stephen's Blue Black Writing Ink in all sizes.

Any of the following Wholesale Stationers will be glad to supply you:

McFarlane, Son & Hodgson, Limited, Montreal
Brown Bros., Limited, Toronto
Buntin, Gillies & Co., Limited, Hamilton
Clark Bros. & Co., Limited, Winnipeg
Smith, Davidson & Wright, Limited, Vancouver
J. & A. McMillan, St. John, N.B.
Barnes & Co., Limited, St. John, N.B.
A. & W. McKinlay, Limited, Halifax, N.S.

H. C. STEPHENS

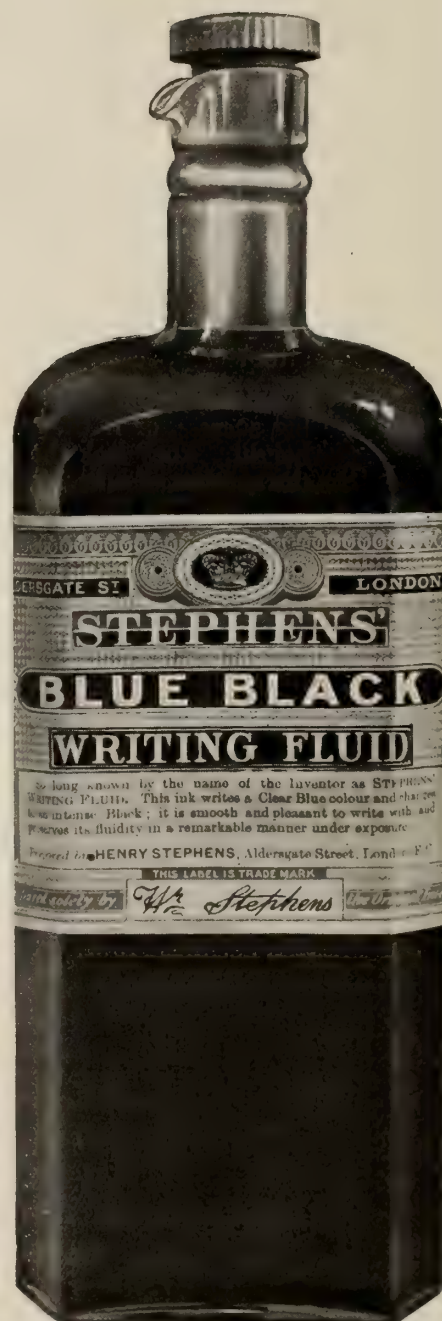
Aldersgate Street
LONDON, ENGLAND

Prices on application to

W. G. M. Shepherd

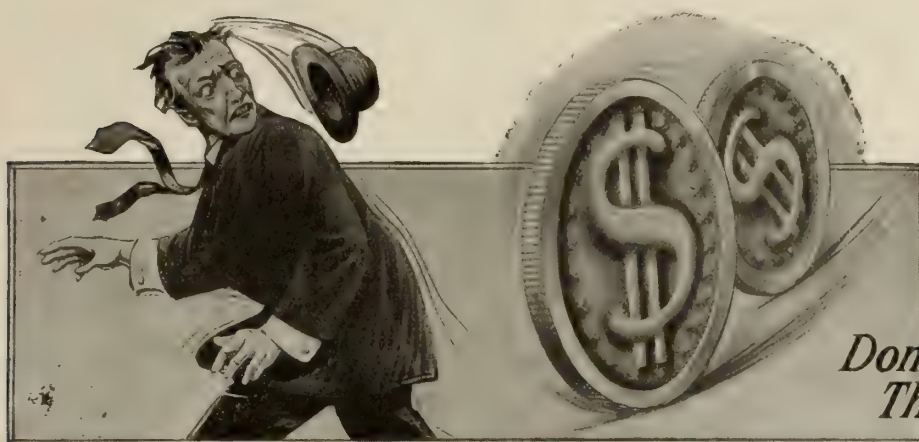
Coristine Building
MONTREAL, - QUE.

Sole Agent for Canada



Biggest Year in Personal Christmas Cards

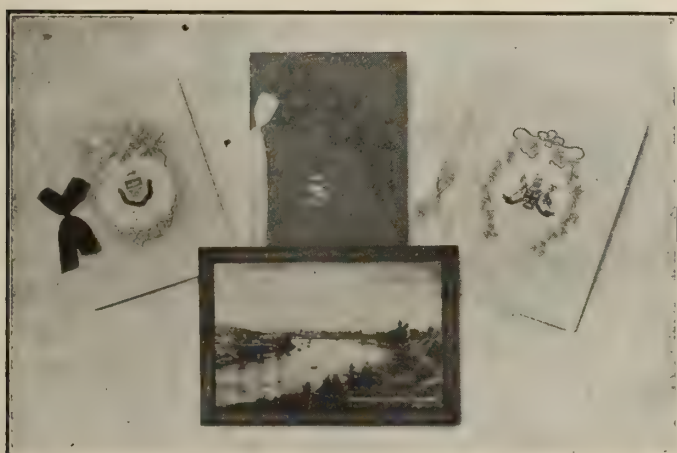
How to Accomplish That Result.



DETERMINE now that you are going to do the biggest business you have ever done in personal Christmas greeting cards and folders. Do not put off this matter. Begin to-day! Clearing a space under the counter in which to store the large sample books sent you by the Christmas card people is not the way to start. Doing that is not a square deal either for the publishers of the cards or for your own business. Get the best cards you know of and then look up your list of orders taken last year and either go yourself or send a clerk with a sample book to your best customers and get their orders immediately. The merit of your cards should be such that there will be no hesitancy on their part in the belief that something finer in the way of samples may present themselves later. It will be a relief to them to have the matter off their minds instead of waiting until the last week before Christmas, with the chances then of having to take what is left after the best numbers have been sold out.

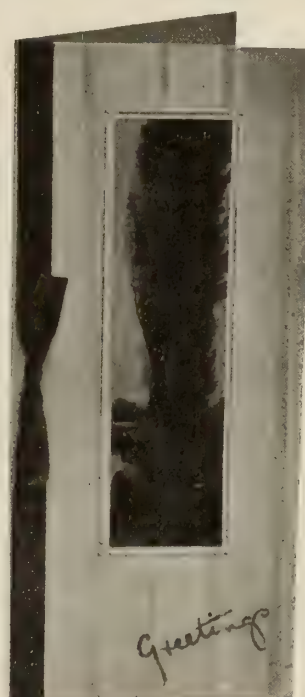
As stated last month, "leaving a sample book on the counter is not salesmanship" nor is this what the greeting card manufacturer intended when he sent you a book costing from \$3.00 to \$10.00 to produce, his idea was not to send you this book simply to litter up your counter or, in the hope that you would take one or two orders from your immediate relatives or friends, but, he sent you that book in the hope that you would go out and canvass your town so thoroughly that the next traveling agent would beat it for the next town where the stationer happened to be still asleep.

In conversation with a manufacturer of greeting folders the other day the writer asked why some firms



A group of Personal Christmas Greeting Folders.

This will give you the cream of the business instead of letting an out-of-town agent come in and take it leaving you only the ones who always wait until the last moment to place their orders, and you will have impressed your townspeople with the fact that they can do better with their local stationer than they can in buying from an itinerant traveller from an out-of-town firm. This will also bring other business now going to the large cities.



Introducing the new Papier Ligne stock in a subtle blend of twilight grey.

sent canvassers from town to town taking orders for folders. He replied, that if the stationers would take as much trouble to sell folders to their customers as they do to sell postage stamps that there would not be

(Continued on page 34.)

The MacLean Publishing Company LIMITED

JOHN BAYNE MACLEAN - - - President
H. T. HUNTER - - - General Manager
PUBLISHERS

Bookseller and Stationer and Office Equipment Journal

ESTABLISHED 1885.

FINDLAY I. WEAVER - - - Manager
CABLE ADDRESSES

CANADA: Macpubco, Toronto. ENGLAND: Atabek, London, Eng.
OFFICES

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Toronto 143-149 University Avenue. Phone Main 7324
Winnipeg 34 Royal Bank Building. Phone Garry 2313
Vancouver, B.C. H. Hodgson, 18 Hartney Chambers
London, Eng. E. J. Dodd, 88 Fleet St. E.C. Phone Central 12960
New York R. B. Huestis, 115 Broadway, N.Y. Phone Rector 2009
Chicago A. H. Byrne, Suite 407 Marquette Bldg., 140 Dearborn St.

SUBSCRIPTION

Canada, \$1; United States, \$1.50; Great Britain and Colonies, 4s. 6d.; elsewhere 6s.

PUBLISHED MONTHLY.

BUYING IN THE HOME TOWN.

If the foundation of a community is really commutual or reciprocal, as the name implies, then the members should carry out the principles and conditions which bind them together as a community. The doctors, lawyers, dentists, clergymen and other professional men, as well as mechanics and officials and those who may have retired into private life, get their incomes, as a rule, entirely from the locality in which they live. Should they not reciprocate by spending that income among the people of the community from which they receive it?

Even the farmer, under advanced modern conditions, gets his revenue, if not all, certainly the most profitable part of it, from the community in or near to where he lives. These are the people that send away from home for their most expensive things, and in this way so impoverish their local merchant that he cannot afford to keep the best class of goods, and consequently the character and usefulness of his business is greatly impaired, and he is forced to charge more for the goods his customers are obliged to buy from him.

There is certainly nothing commutual about this. When these same people want a box of notepaper or a spool of thread or a pound of sugar, or perhaps a rake or a hoe, what a panic there would be if there were no retail stores to go to. The retail merchant is, unquestionably, a necessity, and it is equally true that when he is put out of business the place goes to ruin. The heaviest taxpayer ceases, and the municipal corporation will look in vain to the large stores where her wealthy citizens send their money for supplies. Every community should take a pride in itself, and the members should loyally support those institutions that give character and stability to the place.

The business activity of a town or village is the best evidence of its importance. Prosperous business means a prosperous place, surrounded by prosperous farmers, and establishes a standard of values that give a conscious feeling of importance and satisfaction to every surrounding. In such a place the retired farmer, or citizen of whatever class, would prefer "to husband out life's taper at the close, and keep the flame from wasting by repose," instead of leaving, as they do, a wretched looking town or village for the turmoil of a large city.

The town or village where business is stagnant and where the citizens send away for the cream of their requirements, is dead. Dead socially, financially, intellectually. The citizens lack confidence and interest in each other. They do not co-operate. They do not reciprocate.

They cease to be enterprising; overlook the rights of their neighbors, and neglect to look properly after their own; in short become slovenly and careless and degenerate into conditions in which no person of taste, refinement, culture, enterprise or ambition would care to live. Who pays their taxes; keeps up their churches; manages their Sunday schools; arranges their social entertainments; visits the sick; helps the needy or looks after the poor? Certainly not the big concern at a distance, to whom they send their money.

No individual or institution can be healthy or prosper if starved. Starve the retail trade and you weaken and destroy the most vital essential in the life of a community. Starvation does not necessarily mean the absolute stoppage of all sustenance. The process can be carried out by degrees, and by sending away for their most profitable goods, the citizens of a town or village can gradually starve to death the retail business and destroy the life and prosperity of any community.

A STORE'S REPUTATION.

Some time ago the owner and active head of one of the largest departmental stores in America was asked how he had built up his business. His answer was: "By building up the reputation of my store."

A wise answer, indeed, for a store's reputation covers every phase of merchandising effort. It is through the efforts that it makes to get business and to hold it after it has been secured that a store makes its reputation. A good reputation is equal to the assurance of increasing patronage and sure growth; a bad one spells ultimate failure unless steps are taken to rectify it.

The general policy of a store with regard to returned goods, breakages, omissions and collections goes a long way in forming the public estimate. If courtesy, willingness to oblige and business-like promptness and exactitude are shown, people form a favorable opinion. They decide that they like to deal there and they comment on the store favorably. Ranking fully as important is the kind of service given. If the salesmen are efficient, courteous and obliging, the store can depend upon holding customers and winning new ones. A rude or lazy clerk can do a great deal toward undermining the reputation of a store, a reputation which may have taken many years to build up.

The man who writes the advertising copy also has it in his hands to make or mar in no small degree the reputation of the firm he is employed with. If he introduces into the matter that he places before the public palpable exaggerations and claims which the store cannot back up, he puts people in a skeptical frame. Advertising matter should be strictly based on facts. Any claim or offer made should be backed up to the letter.

There are many other ways in which a store's reputation can be affected by every day operations. Everything undertaken should, therefore, be judged on the basis of how it will make the store appear in the eyes of that ever watchful body, the public.

PRICE MAINTENANCE.

"The whole subject of price maintenance is one which is receiving more and more study at the hands of merchants. The entire community will in time come to see that the price-cutter is not the friend of anyone, and that his operations unsettle and disturb the markets without compensating benefit; that his 'bar-

gains" of one or two established products are all too frequently a cloak for extortionate prices on inferior substitutions.

"When the community as a whole realizes this, our law makers, both legislative and judicial, will reflect in their deliberations, the wider knowledge thus to be acquired by the constituents who select them for public office."

These were the concluding paragraphs of a letter recently sent out by Secretary Byers, of the National Association of Stationers and Manufacturers of the United States, dealing with the question of price maintenance in patented products, the letter being prompted by the recent decision of the United States Supreme Court in the Bauer Medical Company case, to the effect that the action of the Washington druggist who sold the product of the company at a price less than that quoted on the label, did not constitute an infringement of the Bauer patent. Mr. Byers quoted sentences from the decision going to show that it was based simply on the construction of the statute in the aspect and under the facts now presented," and the letter points out that "it behooves every dealer in a patented commodity, operating under a license from the patentee, to assume that his license would receive the support of the court in all its aspects," the distinction being that in this particular case the retailer dealt with a jobber, not with the holder of the patent.

A TONIC FOR THE TRADE.

While it is always advisable to plan ahead so that the store may be reasonably stocked to meet the demands of each successive season, there is always the danger of some lines being overlooked as well as unforeseen emergencies that alter conditions and bring about demands for different classes of goods. Then there are the constantly appearing new goods, so that, in spite of the most careful and deliberate advance action, it is necessary for the merchant to be continually on the lookout for what is selling readily in the wholesale trade and by retailers in the other cities and towns. The advertisements of the wholesalers in the trade paper and in their catalogues and circulars and of retailers in the newspapers are good barometers.

Careful study of these will be found beneficial to the buyer, guiding him in his actions when he is in the traveler's sample room. Then again, the traveling salesman can give valuable pointers as to what others are doing. What man is in a better position to speak of trade conditions and tendencies than the commercial traveler? He calls upon the large dealer in the big city, the little dealer in the small village and all the other dealers coming between those extremes. He knows the live men of the trade and the so-called "dead ones"—knows why and how the progressive ones succeed and the reasons for the failures of others. Consequently the traveling salesman is a mighty source of trade information and it pays to know him well. The wise dealer will cultivate his friendship and the result will be beneficial to both.

The traveler who sells only books, for instance, is not necessarily oblivious to the other lines carried by the bookseller and stationer, so the latter should make it a point to talk things over with him. This spirit of co-operation cannot be other than beneficial. The merchant should seek to find out from him what is being featured in the way of summer goods in other stores and how business is developed by special methods. He may be able to give valuable pointers as to how Smith of Bytown developed a big business in golf supplies and in golf

books or regarding some surprising development by another dealer in concentrating upon picnic goods. The traveling salesman will appreciate such action. He will be only too glad to enter heartily into discussions of this nature and it will add color to the monotony and routine of business as respects the relationship of the traveler and the merchant. Bookseller and Stationer urges the immediate adoption of this policy.

THE HONESTY OF THE PUBLIC.

THE retail merchant must place a large measure of reliance in the honesty of the public. He sends out goods on approval, allows lengthy credit, permits unknown customers to handle goods unwatched, and fills telephone orders. Except in cases where he has quite convincing proof of unreliability the merchant gives the customer the benefit of the doubt.

In the main, the merchant is quite safe. Losses through the deliberate dishonesty of customers are small, representing an inconsiderable percentage on the retailers' business turnover. An instance which demonstrates the scrupulous honesty of the average man came to the notice of the writer the other day. There is a news-dealer in a Toronto suburban district who supplies quite a number of customers. He does not open his store, however, until 8 o'clock in the morning, and the newspapers are delivered quite a time before that hour. The bundle is left at the door. The first customer, who comes along, cuts the string of the bundle, takes a paper and deposits a copper. Those who follow take their papers and leave their coppers. Where it is necessary, they make change. By the time the trustful proprietor arrives on the scene, the bundle of papers has been depleted and a pile of small change is waiting.

There is nothing to prevent a man, with the desire to get something for nothing, from taking a paper without leaving the price. If he had the instinct for larceny on a wider scale, he might not only take a paper free, but help himself from the pile of change. In fact, there would be nothing to prevent anyone from coming along and making away with papers, change and all. But nothing of the kind ever occurs. The proprietor states that the change left on the doorstep invariably tallies with the number of papers abstracted from the bundle. It may be that from 6 to 8 a.m. is not a time of day suited to depredators. It is too late for the porch climber, who has gone to bed; it is too early for the high financier, who has not yet risen.

It might be suggested that the circumstances prove a distaste for petty graft rather than an inviolate sense of honesty on the part of the public; but with this we do not agree. The rigid adherence to honesty of dealing which prompts a man to leave a copper for his morning paper when there is nothing to prevent him from taking the paper free, is manifested in countless other ways. The merchant has nothing to fear in this way, from the average person. Of course, exceptions are necessary to prove every rule; and there are plenty of dishonest rogues to serve as a basis of comparison for the staunch impeccable majority.

Granting all this, experience still teaches that many people will do things which they may not judge to be dishonest, but which are far from just honorable. A man who will very scrupulously lay down a copper on the doorstep every morning before taking a paper, will let a twenty dollar account run for months while his ready money is laid out in purchases by mail order in department stores.

Practical Business-Promoting Ideas

Methods Used in a Cincinnati Store.

By John G. Kidd of the Stewart & Kidd Co., Cincinnati.

Editor's Note.—The following paragraphs are from a letter received from Mr. Kidd in response to a request for a few remarks on business-promoting methods to be published in connection with the view of the store front which had been sent to us by another correspondent.

A good, healthy business is a matter that is totally in the hands of the dealer himself. We have quite a large stock, nine departments in all. We have the main book-store in Cincinnati, a large circulating library, wholesale post card department, are local agents for the Yawman & Erbe office furniture and filing devices, and for the Hale bookcases, have our own printing department and also engraving department. Our commercial stationery department is also quite extensive. We are badly handicapped by lack of first-floor space, our store being 25 feet by 117 feet, and it taxes our ingenuity to make the proper display in this limited space. We have four floors but, of course all small retailing has to be done on the first floor. We have, however, solved the problem facing us as well as any concern could under the circumstances. We have great piles of books easily reached and attractively displayed along one side of our store to the mezzanine floor in the rear, underneath which we have our set room and also fine bindings with table and chairs



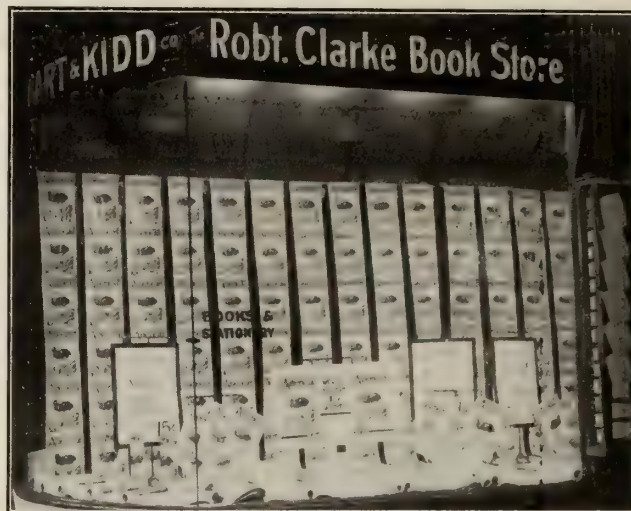
"We change this display and in fact practically every table once a week at least."

—which appeals to the buyer who intends to purchase something out of the ordinary. Our fine bindings we keep under lock and key and they have an air of exclusiveness which goes far towards impressing the prospective customer.

Our fiction display, photograph of which accompanies this, happens to be one week's display. We change this and in fact practically every table at least once a week. This gives the store a bright, clean appearance and naturally appeals to the customers. We change our windows every week and sometimes oftener. We find there is no better way of stimulating trade than bright attractive windows well arranged. This has the same effect on a person that a clean collar, shave and well polished shoes would have. It is an index to the character of the institution inside.

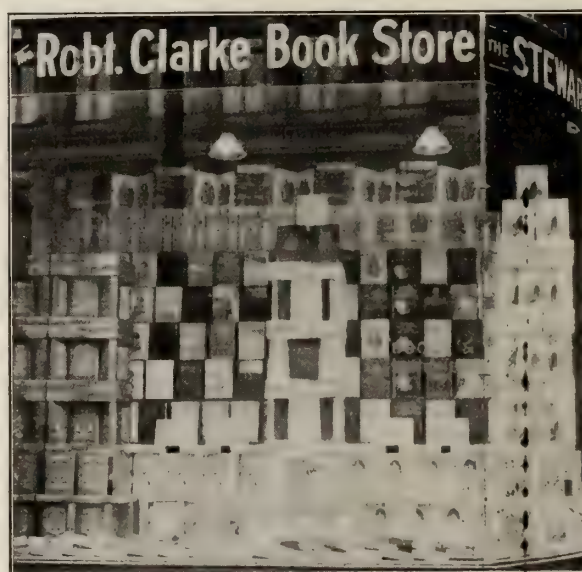
On our stationery side we are just as attentive to our showcases, and keeping things bright and clean. Our

clerks are young, although we have a few that have been with the concern many years. They all have the spirit of personal interest and enthusiasm for the welfare of our establishment and the sales certainly show this. During the three years since Stewart & Kidd purchased the old Robert Clarke Company the sales have more than dou-



"We received \$30 for this display, and sold 400 per cent. more of the American Magazine."

bled, in a community where formerly business was not very lively. We have one of the best opportunities we think in the United States, and business is decidedly good. Our sales for the first five months of 1913, in the face of floods, street car strikes, etc., have increased 20 per cent. gross over last year.



"We find that there is no better way of stimulating trade than bright, attractive windows well arranged."

We have a very effective magazine counter right up in the front on the right hand side as you come in where magazines are attractively displayed with a good lighting system. This appeals to nearly everyone com-

ing in. Magazines, with the circulating library which we have on the mezzanine floor, and our display of the Everyman library books, have created more steady customers than possibly any other features in our store. We are constantly having sales, trying to give the people something a little better for a little less money in specials, and also carrying all the books which are in demand in a quantity sufficient to meet that demand.

We are now preparing to start a bargain basement which we hope will prove an added business-getter. We shall run bargains, a different bargain every week, books on one side, and have all the job lots and tag ends of stationery for sale at special prices on the other side. We shall also have our circulating library at the far end of this basement where people who are intending to use it will have an opportunity of viewing the attractive sales that are going on.

Making the Store Front Pull Business.

The illustration reproduced here of the front of the Robert Clarke Bookstore of Cincinnati, now conducted by Stewart & Kidd Co., presents a particularly effective example of how to make the store front a vital selling



An effective example of how to make the store front a vital selling force.

force. Stretching a big canvas sign across the top of the windows, the full width of the store, is not a new idea. Perhaps the majority of stores have used it at one time or another. Most merchants, however, seem to think its particular province is the "fire sale" or the "removal sale," but consider this illustration. The idea is used to impress upon the public a certain new book. By following this example with any new book of merit and backing up this publicity with prominent displays of the books in the windows and inside the store, together with strong newspaper advertisements, personal introduction and general whole-hearted enthusiasm, a great many sales can be promoted.

There are other good ideas to be gleaned from this illustration. Observe the small case containing books, placed in the entrance together with the sign drawing attention to 50c reprint novels. See also the signs at the bottom of that portion of either window within the entrance. One window shows a striking arrangement of books while the other is a most effective picture window. The cases at the outer sides of the windows provide the means of attracting business of a special nature; wedding invitations, apparently, are shown in the smaller cases. By adopting features such as these and continually presenting new things or new ways of showing familiar goods, any store front can be made to attract new business in good measure.

A Mayoralty Candidate.

The same proprietors operate the Bobbs-Merrill Bookstore in Indianapolis, W. K. Stewart, being the principal in charge there and it is interesting to note that Mr. Stewart is just at this time a candidate for the Indianapolis mayoralty on the Progressive ticket. An immense campaign poster was displayed at the recent Booksellers' convention in New York, arousing great applause. The wording of the poster, displayed in big type, was: "Vote for W. K. Stewart, Progressive candidate for mayor. Indianapolis deserves an honest business administration."

Current News of the Trade

About Men and Affairs.

The past month has marked the removal of the several concerns who have made 42 Adelaide street west sort of a trade mecca for booksellers and stationers visiting Toronto. Of the group McLeod and Allen, McClelland and Goodechild, A. Roy MacDougall & Co., and J. Bevan Hay, the latter being the Canadian repre-

sentative of the Eaton Crare & Pike Co., have all moved into the new building at 264 King street west where each of these firms will have about double the amount of space they have occupied in the Adelaide street building. Cassell & Co. are now nicely settled in their spacious new quarters in the new building erected on Bay street by A. A. Allen & Co.

Change at Streetsville.

A. G. Smith has disposed of his stationery business to C. H. McClintock, who will also be the new local manager of the Bell Telephone Company. Mr. McClintock took charge of the business to-day and we wish him every success in his new venture. Mr. Smith will devote all his time to the postcard business in the future and has succeeded in organizing a stock company with an authorized capital of \$40,000. The business will likely remain here, and the stock holders are chiefly Toronto men. The name of the company will be the Photo Specialty Company Limited, and A. G. Smith will be general manager. They will deal in all kinds of postcards including those imported from Germany and the United States. A factory will be erected and about twenty men employed. Travellers will be placed on the road and orders will be solicited in every town in Ontario.—Streetsville Review.

Wanted to Go to Crookston.

A man named Howard pleaded guilty in St. James, Manitoba, to obtaining money under false pretences, rep-

resenting that it was to pay for magazine subscriptions. He said that if he could get to Crookston, Minn., he had friends there who would help him to make reparation. It would be a fine thing for the trade if all subscription crooks could be sent to Crookston if they could all be set back on the "straight and narrow" there.

C. C. Parker, of Manitou, Manitoba, was in Toronto in June calling upon the wholesalers.

J. Shuri, druggist and stationer, Trenton, has added a book department to his store.

W. H. Kerfoot, bookseller and stationer, Smith's Falls, left recently on a holiday trip through the Canadian west.

C. A. Port, of the Musson Book Company's warehouse staff, left a few days ago on a six weeks' holiday in England.

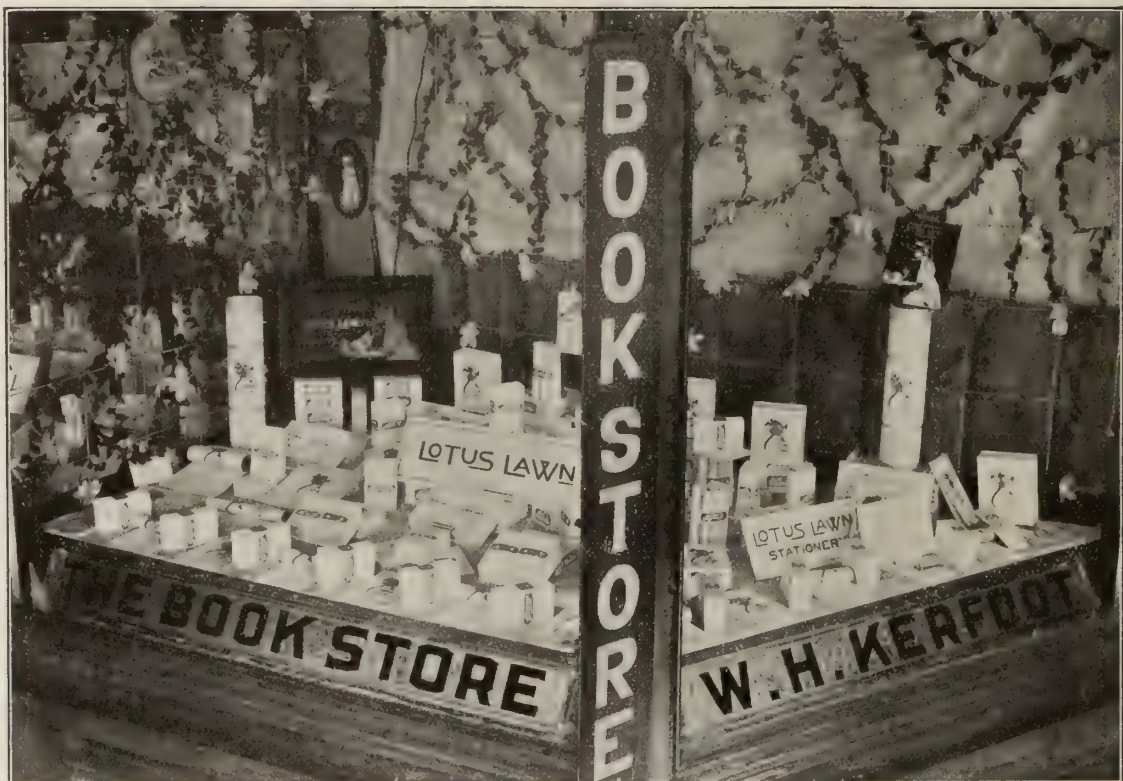
Harry Wilson, stationer, Transeona, Manitoba, will build a new store on Regent avenue, next to the Transeona theatre.

of the equipment of an athlete and, therefore, a part of the complete sporting goods department.

Among the trade visitors to Toronto from the west in May was E. S. Pratt, manager of the Winnipeg branch of the Imperial News Co. The company's business in the west has been expanding rapidly as the result of the opening of the branch in the western metropolis.

R. H. Wilkinson has just returned from a trip to the Pacific coast on behalf of Methuen & Company, F. Warne & Company, Fisher Unwin, W. Heinemann and Seeley Service. "I did fine business," he said, "despite the adverse reports that I had heard before I went, that things were quiet in the west."

The Samuel C. Tatum Company are installing a manufacturing plant in New York City. This will enable them to take care of all orders for special Binders quickly. The plant will be under the direct supervision of their New York manager, R. C. Macke, and will be run in connection with the branch which they have maintained



A window display of Correspondence Papers in the Bookstore of W. H. Kerfoot, Smith's Falls.

A. M. Insley, formerly with H. Morey & Co., booksellers, New Westminster, B.C., has opened a rubber stamp business in Room 9 of the Guichon Block in that city.

The A. J. Reach sporting goods manufacturing concern will establish a Canadian branch factory at Brantford. The concern has been operating a factory in Toronto but in the new plant the Reach lines will be manufactured more extensively.

The Montreal News Co. are opening up a branch at 28 Bedford Row, Halifax, N.S., and another at 101 Charlotte Street, St. John's, N.B. Each of these branches will be in charge of a superintendent and have been opened in order to facilitate deliveries.

Sweater coats are becoming quite a common feature in many stationary stores. And it is not such an innovation after all. A sweater coat is an essential part

for a number of years at 180 Fulton street. Chesley Dom, the general superintendent of the Tatum Company, is now in New York City supervising the installation of the necessary machinery and will spend several weeks there getting the plant in good working order.

I. L. Hobden, of the Musson Book Co., is back from the Maritime Provinces after conducting displays of holiday lines at St. John and Halifax, in conjunction with E. Hazen, representing Warwick Bros. & Rutter. The fact that both these gentlemen were thoroughly successful indicates that the business outlook in those provinces is entirely satisfactory. In fact there is a spirit of optimism in the reports of all the road men covering that part of the country and none of them seem to be able to long withhold references to fox-farming which industry seems to have to a large extent captured that section of Canada.

Originality is a good feature of ad.-writing. But you can always get too much of a good thing.

A GOOD ADVERTISING



The promotion of "dollar sales" has been a feature in several Canadian cities of late, a notably successful one being that conducted by the Regina Leader a few weeks ago. Two full page ads representing practically all branches of trade were presented, among them being the "Book Shop," Parrott and McKinnon ads reproduced herewith. In a prominent position on either page the following paragraphs appeared:

This Page Has Some Big Bargains.

A Dollar Bill is going to look like a lot of money—judged by what it will buy—in Regina, on Thursday, which will be "Dollar Day" in many of the stores in this

As to the success of this merchandising plan The Leader has no doubt. Everyone is looking for all the value for their money. Here is where they can get it.

See What a Dollar Will Buy.

Some people say that the purchasing power of a dollar is not as great as it used to be; that for a variety of reasons, the man or woman with a dollar to spend cannot get as much for it.

Regina merchants, however, are not willing to accept this as a statement of conditions prevailing here, and in order to demonstrate to the people of this city the fact that one dollar will buy a whole lot more than some persons think, we are going to hold a Special Dollar Day Sale, in which they will offer a bewildering array of articles which may be purchased for a one dollar bill.

Needless to say The Leader is glad to co-operate with the merchants in this city in this laudable demonstration of their ability to make a dollar go the limit in purchasing household or personal necessities, or even the minor luxuries of life.

Therefore, on Thursday, April 3rd, the merchants whose announcements appear below are co-operating in this Great Dollar Day Sale. At the prices quoted here for this day, the volume of sales should be enormous. It furnishes an opportunity of buying for a dollar bill more value than ever before.

A Good Scheme to Adopt.

This was a good stroke of business both on the part of the newspaper and of the merchants who participated in the scheme. If the local newspaper lacks initiative, the Retail Merchants' Association of the town would do well to purchase one or two pages and themselves carry out its idea.

Advice for Admen.

Here is a good rule for an ad. writer. Write what you have to say, then go through it and cut out all parts which are not absolutely necessary. Then strike out every word which can be dispensed with. By this time, the copy will be terse, right to the hand, and forceful.

Advertising is a reality in the field of success where results will return to the one who tries its power in the ratio of 1,000 to 1. Struggling business can be made strong and vigorous institutions can be rendered irresistible by the use of the force of advertising.

"Dainty stationery for dainty women," is the pleasing heading of one of the recent ads of H. M. Patterson, of Stratford. The ad. goes on to say: We make a specialty of the correct thing in papers, engagement books, sealing wax and other stationery for refined people. Make us your stationers and you will be sure of having what is right in style, quality and also price.

PARROTT'S
SHOE STORE | STATIONERY

SUIT CASES

\$1 DAY

Well made in every way, of good stout leather. Big and roomy. Just what you need for trips and pleasure jaunts this summer.

YOUR CHOICE
Dollar Day
Only \$1.00

POPULAR FICTION
A fine collection of New Fiction—the books you want to read.

PARROTT'S
1847 South Street

A Dollar Day Treat to Your Sweetheart or Wife

CARNATIONS

Fresh and Beautiful
Regular \$1.50 a Dozen
Send Her a Bunch on Dollar Day

\$1 DAY ONLY
One Dollar Per Dozen

WRITE A LETTER HOME

How often do you neglect your correspondence because you have no stationery. Buy this outfit on Dollar Day and be prepared

2 pounds English Note Paper
75 Envelopes to match
A Bottle of Writing Fluid
A Penholder and Nib Complete

The Complete Assortment on DOLLAR DAY

The Book Shop
12th Avenue Regina

A Bargain Special from McKinnon's for Thursday only at

\$1

We offer our best value in what you are most likely to need.

6 Pads Norman Linen Writing Paper, regular 35c a pad, Thursday only the 4 for \$1.00

See our Window Display.

McKinnon's Book Store
SCARTH STREET.

Several of the "Dollar Day" ads. of Regina stores.

city. The Leader has inaugurated this plan in conjunction with the stores in this city who are represented in to-day's issue to demonstrate that Regina's stores give values not beaten anywhere. All we ask is that your bargains advertised in these pages are for Thursday, which is going to be "Dollar Day", and we predict that at the prices quoted, the stores that are offering Dollar bargains are going to do the biggest day's business this year.

This is from a recent ad. of A. C. Turnbull, bookseller and stationer, Hamilton:

Washable Papers are the correct thing for kitchens and bath rooms. We have a large number of designs and colorings to make a selection from. Will be pleased to show you.

This is from a recent newspaper ad. of Thompson's Bookstore, Seaforth:

Why not use the better grade of stationery when it costs no more than the other kinds? We have a good linen finished paper and envelopes at: Envelopes, a package, 10c; paper, a quire, 10c.

Edgar J. Vickery, of Yarmouth, N.S., in an advertisement of tennis racquets points out that they are "made in Canada and seasoned to our climate."

"Our stock of blank books and office supplies is now complete," was the wording of a prominently displayed ad. of The O'Gorman Company, Pembroke, Ont.

G. S. Forsyth & Co., Vancouver, B.C., devoted their newspaper space recently to an ad. of books on gardening. Two paragraphs were:

Now that the fine weather is here you will be thinking about getting your garden in order.

We keep a splendid selection of books on flower and vegetable growing. It will pay you to look them over.

The Hammond Stationery Co., of Moose Jaw, have been advertising special prices for Monday and Friday to help things along in their wallpaper department.

Just as the retailer has more confidence in the firms that advertise in the trade paper so is the prestige of the retailer enhanced by advertisements in the local press.

Book Sales Stir Business.

Marin and Mackenzie, a live firm of booksellers and stationers at Port Arthur have been using a two column full length newspaper space for their advertisements of a special book sale. "The greatest book bargains you have ever witnessed," and "Thousands of books at uncommon prices" are characteristic catch lines displayed in large type with lists of copyright books, technical books, standard sets, books for boys and girls and general literature attractively set forth.

This example constitutes an eloquent reply to the bookseller who allows the warm weather lethargy to encourage the summer slump myth in his system.



ADVERTISING TALKS.

An illustration in an advertisement is nearly always good; a mere picture very seldom is.

Humor in advertising is like rum in tea—it appeals to only a few people, and to them only once in a while.

The buyer is not apt to believe that your goods are better than the appearance of the package indicates.

The advertising which is bashful because it fears to give competitors information, ought to be written out in manuscript and circulated by special messenger.

The brilliant and showy advertisement very probably will make you exclaim at its cleverness—but you buy the goods which are advertised to you with definite reasons why you should use them.

Honest advertising is true in essence as well as in fact. It contains no statement which can be misconstrued to cast a better light on the thing advertised than is justified by facts. Advertising which does not live up to this definition of honesty may bring immediate returns; it is not likely to make future sales, and it is very likely indeed to prevent future sales. It stands no show whatever against the honest ad. which makes future sales as dollars make compound interest.—Doorways.

Importance of Knowing Photography

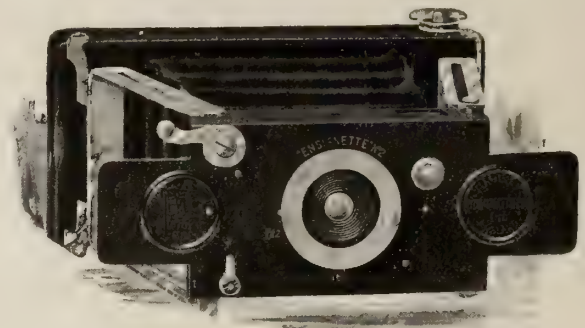
Practical Advice to Dealers.

By Geo. H. M. LeHain.

At a recent convention of salesmen, held in Germany a certain man carried off the prize banner for the third time—he was the man who could show the biggest record of sales. He was asked what was the secret of his success. You cannot do better than adopt his answer as the motto of your photo department. He said: "I defy any man to ask me any question about my line that I cannot answer."

Let us see how this idea applies to your photo department. Let us suppose there are two photo supply dealers in a town. The one man can hand out the goods alright, but cannot help his amateur customers with their difficulties. He does not know the ins and outs of photography. The other is able to look over the films or the prints that the beginner brings in and explains that this exposure was faulty—that his negatives are blurred because he did this thing wrong—and then if he had taken such a picture from another angle and had included perhaps this grove of trees and cut out a lot of uninteresting foreground, and so on and so forth.

Well the result is that the amateur goes back to the dealer who "knows something about it" and who can explain the cause of the spots, or the fog, or the whatnot that may be wrong with the neophytes' work.



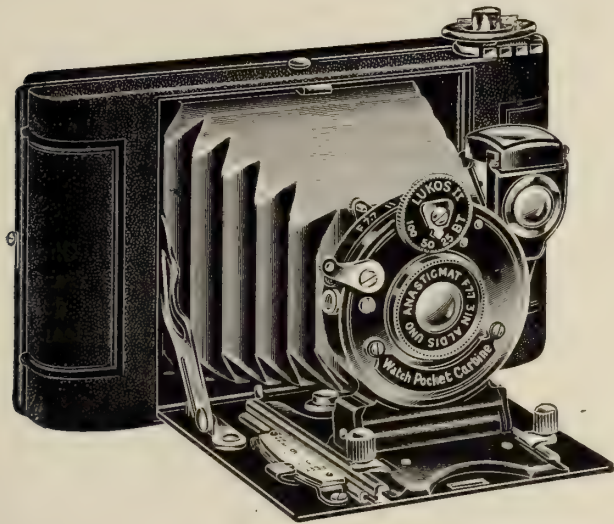
The object then of this series of articles is to give you good suggestions which may tend to make your photo department an absolute success.

The most vital point in making a success of this department is for you to be an absolute master of the particular line you have selected to handle. Let your line of cameras be as complete as possible, and be the master of every one of them. The only way to arrive at this stage is to use the cameras yourself and find out what they will do under all conditions of lighting and at all the speeds which each one provides. You will then be able indeed to talk in an intelligent manner and the amateur will naturally come to you for advice. Another thing: if you can talk fluently on the camera you are endeavoring to sell, if you can show a series of pictures made in your immediate neighborhood, with which your customer is familiar, you convey to him the idea that photography is more or less an easy proposition.

You will appreciate this all the more if you imagine the reverse of this idea: that you tell your customer that you do not understand how the machine works, what it will do, what the various adjustments are for, in other words you suggest that the camera is such an intricate and complicated machine that you cannot master it, naturally the difficulties which you conjure up in the mind of the customer will deter him from buying.

I mentioned a little while back, pictures of local views with which your customers are familiar. I believe this is a very important feature. True enough, the manufacturers send out show cards of absolutely perfect photography, but do not these very specimens of work strongly suggest selection from hundreds of pictures made by experts under ideal conditions? Now while the amateur is certainly interested in the makers' beautiful showcards, he will be much more interested in pictures of some place with which he is familiar and where he could go and duplicate your picture. The full development of this idea I shall have to leave for the next issue, and I devote the remainder of my space to certain striking new lines of cameras which are identified with this season's business, and which you will of course be glad to know about.

Small size cameras are cropping up from all quarters, and it certainly looks as though they will be all the rage this year. The success which has attended the introduction of the vestpocket type of camera has been phenomenal and it is therefore not surprising to find a large variety of makes in this class of camera now upon the market. When one considers the convenience of the small camera and the presentable results to be obtained by its use, with even a simple achromatic lens, it is not difficult to ac-



count for its popularity. Add to this the fact that a number of miniature cameras are now supplied with high-class anastigmat lenses, which admit of their use for instantaneous work in a dull light, and we have a double reason for the success of the small camera.

One of the most striking additions to the legion of vest pocket cameras is the "V. P. Carbine" cut (1). To begin with this machine has the salient good point, that it takes an ordinary 2 1-4 by 2 1-4 film which is obtainable everywhere. Any make of film of this size fits the camera—you appreciate of course this excellent selling point. From the description given of this little machine the equipment is first class.

The No. 2 "Ensignette," which rumor has anticipated, is an accomplished fact. Of course, it was certain to come after the phenomenal success of "Ensignette" No. 1, and the new, and larger, edition is assured a big reception.

The design is similar to the first model, and only slightly larger, as will be seen from the illustration (cut 2); and it still fits the waistcoat pocket. When folded it measures 5 in. by 2 3-8 in. by 7-8 in., and the size of picture taken is 3 in. by 2 in. The body is of metal, oxydized black, the fittings are nickelled, and the bellows are of leather. A reliable rapid achromatic lens, which gives crisp, well-defined pictures, is supplied fitted

with time and instantaneous shutter. A brilliant view finder completes a most interesting camera, which is loaded in daylight with spools of six exposures of non-curlable roll film.

The attractions of the No. 2 "Ensignette" are many, for it is a beautiful little instrument, but the chief attraction is the very convenient size of picture. Without enlarging, a print 3 in. by 2 in. makes a presentable record, whether it be a post card, lantern slide or mounted print.

The Popular Pressman is a type that marks a new era in Reflex Cameras being an inexpensive Reflex, as well made and as completely equipped as the most expensive outfit, but with the advantage of being lighter and more compact. This instrument is beautifully made of mahogany, covered with the very finest quality of leather, with focalplane shutter giving speeds from 1-15 sec. to 1-1000th sec. The lens equipment is according to choice of the purchaser, the Pressman is furnished with every standard lens.

Mention should be made of the new departure, the Goerz "Taro" Tenax—made with the perfect finish of all Goerz goods—but made to retail at a popular price.

A clipping was sent to me some time ago which made comment on the fact that hardly any booksellers carried any photographic literature. One of the particular books dealing with this subject is the "Wellcome Photographic Exposure Record and Diary," published yearly. It deals with all methods and affords instructions for handling every make of plate and film. The excellent "Wellcome" Exposure Calculator attached to the cover gives correct exposure by a single turn of the disk—these two features combine to make successful pictures. It is obvious that this book is specially suitable for your photo supply department.

To Bump the Summer Slump.

Here is some good matter directly affecting stationers, dealing with the important question of boosting business in the dull months. It is taken from a letter sent out by C. W. McDermott, head of the Tower Manufacturing Co's photographic supply department:

"What new lines can we stock which will be a good seller during the slow months; and how can I stimulate some of our regular ones which are usually dead? This amateur in the field fails to make good pictures."

"A speaker at a recent convention of photographic dealers remarked: 'One of the greatest beauties of the photographic business in a retail way is that the beginner goes crazy over the fad, and does not care how much money he spends. Another thing that is edifying is that the amateur photographer pays for his mistakes as well as his successes. The house don't have to stand it if the amateur in the field fails to make good pictures.'

"There is more than a grain of truth in this speech, which serves to call attention to the fact that the sale of photographic goods is one of the most interesting as well as the most profitable and inviting that can be engaged in. Nothing will serve to draw people to a store like pictures and picture making apparatus. Many retail houses throughout the land aim to make quite as much out of their camera department as any other department of their business."



KODAK CONCERN EXPANDS.

The Canadian Kodak Company has purchased twenty-five acres of land on the Weston Road in Toronto for the erection of their proposed new plant. The plans are not yet completed, but it is expected that within

eighteen months the building will be occupied. It is interesting to note the growth of this concern since its establishment thirteen years ago when it employed three hands to the present day when five hundred help to turn out their products. Assistant-manager, S. B. Cornell, in an interview, made the optimistic forecast that they expected to employ double the present number within ten years. Though not confirmed, the price paid for the real estate is \$5,000 an acre.



Prospects for the Convention

August 27th and 28th.

In the next issue of Bookseller and Stationer some interesting information in detail will be given regarding the meeting of the Booksellers' and Stationers' section of the Retail Merchants' Association for which the dates of August 27th and 28th have been set. The convention of the Druggists' Section will be held on the 25th and 26th of that month. This fact especially interests those merchants who conduct drug and stationery stores, as both meetings will vitally effect them and they will be able to arrange to attend both.

Secretary Trowern is in communication with the British and the American Booksellers' Associations regarding the net system of bookselling following the action of the recent meeting in Toronto when preliminary action was taken looking toward the extension of that system to Canada.

There should be a big attendance at the August meeting. The time is a most opportune one, the dates falling in the first week of the Toronto Exhibition. Besides the natural inclination this attraction gives merchants to visit Toronto, together with the half rates they will obtain on the railways, there is the additional incentive to visit the wholesale houses to finally provide for the school opening trade early in September.

These propitious circumstances give promise of a successful convention and those of the merchants who are thoroughly seized with the necessity for and importance of having a good strong trade organization will make it a point to be in attendance, even though it may incur inconvenience and conflict with other arrangements of lesser importance.



Premiums as Business Boosters

Stationers Should Sell Them.

Stationers can work up a big business in specialties by selling them to other merchants, to banks, manufacturers and others for distribution as premiums.

Articles for free distribution or for use as premiums are continually in demand, why shouldn't you, Mr. Local Stationer, sell them?

Here are a few examples of "stunts" put on by firms in the United States, reproduced from The Novelty News:

Parcel Post Tape Measures as Souvenirs.

The Max H. Rieser Company, Columbus, Ohio, is among those making a feature of parcel post delivery. This store also recently offered a parcel post tape measure, as a souvenir to every one of its customers, including those placing orders by mail.

Ball, Bat and Glove with Boy's Suit.

The Huddleston-Cooper Company, 5th Avenue and Church Street, Nashville, Tenn., clothier, is featuring an offer of a baseball bat and glove free with every boy's suit purchased at its store for \$6.00 or more.

Dolls Draw Trade for Druggist.

"Hug Me Kiddies, the doll with the baby stare," were recently featured as special premiums with purchases amounting to 75 cents or over by the Reiner Company, druggists, of Providence, R. I. These dolls were furnished in eight different styles of dress.

Gives Fountain Pen With Boys' Suits.

Albert Johnson & Sons, Atlantic, Iowa, offer a Diamond Point Fountain Pen free with every boy's knickerbocker suit.

Writing Tablet with Each Loaf of Bread.

Lawrence & Son, wholesale bakers, of Lansing, Mich., recently offered a writing tablet with every loaf of its Tip Top bread.

Stationer Offers Envelope Sealer as Premium.

As a means of introducing its special brand of business pens and other office supplies, the B. F. Wade & Sons Company, 228 Superior Street, Toledo, Ohio, offers a Coleo envelope sealer with every purchase amounting to 60c or over.

Offers Safety Match Box as Shoe Premium.

J. H. Samuel, who advertises himself as "The Man After the Cash," recently gave away a safety match box, which he says is worth 50 cents, as a premium with every pair of shoes sold for \$2.00 or more.

Holds Ad. Writing Contest Among Customers.

The Crescent Drug Company, Newark, N.J., recently conducted a contest for the best advertisement to be written by a customer. A kodak was offered to the winner of this contest.

Picture Premiums with Wall Paper Sales.

The Niess Paint & Wall Paper Store, 1508 Cherry Street, Cleveland, Ohio, recently offered a \$4.00 framed, water color picture as a premium with every ten dollar purchase during what it called the spring housecleaning sale.



American Pencil Makers Alarmed.

The proposal of the Democratic government in the United States to do away with the forty-five per cent duty on lead pencils is viewed with alarm by the pencil manufacturers of that country and the house organ of one of these concerns says:

"If this tax is removed no new pencil company can possibly start in the United States and probably several of them now in existence will be obliged to close their doors. The older established pencil companies may be able to hold on and do business at little or no profit until such time when the government can correct what will undoubtedly be a very grave error if the forty-five per cent per gross is done away with."

The cost of labor alone is placed by the Joseph Dixon Crucible Company at nearly eighty per cent of the cost of the pencil. Whereas in Europe the cost of labor is only about fifty per cent.

There are two American pencil companies that also operate factories in England—the Eagle Pencil Company and the American Lead Pencil Company.

The Eagle Pencil Company have made the statement that they pay to the employees in their London factory \$3.48 average, against \$10.72 per employee per week in their New York factory.

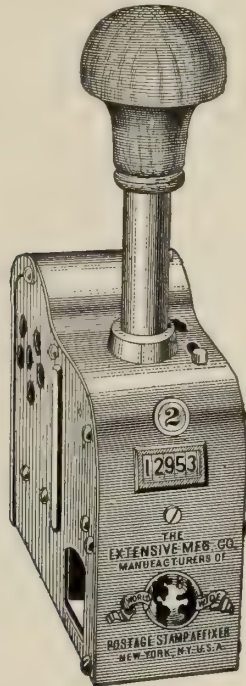
The only reason why these two pencil companies operate pencil factories in England is because the difference in the cost of labor made it impossible for the New York factory to compete with the German and Austrian pencil manufacturers in any country outside of America.

New Goods Described and Illustrated

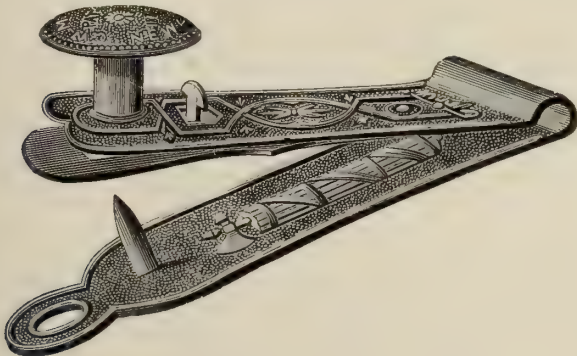
A Valuable Trade Guide.

New Office Specialties.

A new device for attaching stamps called the "world wide stamp affixer" has made its appearance and the Brown Brothers have been appointed exclusive Canadian distributors. It is claimed that this machine is absolutely pilferage proof. It weighs only one pound, is handsomely nickel-plated and it is impossible to take stamps from it without registering same. Another feature is



that it will not register unless stamps are affixed to something. Thus, as soon as the roll of stamps is used, the machine automatically stops counting until a new roll of stamps is inserted. In this way large quantities of mail matter can be accurately counted.



Strongly constructed and extremely simple in operation, so much so that the ordinary office boy can with five minutes practice, learn to use it very rapidly.

Before the Canadian government decided to issue stamps in rolls for use in these machines, the postal authorities were thoroughly satisfied that the machine system of attaching stamps to mail matter had come to stay, and certainly the fact that business houses generally are adopting the system warrants all up-to-date stationers placing themselves in a position to supply the demand for stamp affixing machines.

The Brown Brothers Limited have introduced a useful office requisite in the shape of a paper punch for use where ordinary paper fasteners are required to be put through several thicknesses of paper. This little tool is handsomely nickel plated.

Mittag & Volger, Inc., Park Ridge, N.J., have issued a neat celluloid typewriter erasing shield which they will be pleased to furnish the trade for distribution among their customers. They have gotten this little device out printed in four different languages, and have already issued over 30,000 of them in England, which is the best evidence that it is appreciated by the users.

A Sundry Cabinet.

"A better method of handling sundries," the subject of circular and letter sent out by the House of Gage, presenting a new "silent salesman" called the sundry cabinet. It is 16 1-2 inches wide, 10 inches deep and 9 inches high and has twelve drawers each subdivided to fit some particular line of sundries. A motto used in referring to this cabinet is: "Make it easier for the clerk to sell goods and he will sell more."

New Congress Cards.

Twelve new back designs of Congress playing cards have just been issued which are most attractive as regards the types illustrated and the treatment of borders and decorations. The titles include: Evening Shadows, Wanda's Wooing, Marcia, Curiosity, Jane, The Forager, Storm Clouds, South Seas, Art, Venetian Lagoon, Music and Golden Sunset.

New Papeteries

The "Leland Linen" Papeterie is a new line manufactured by W. J. Gage & Co., comprising 24 sheets of



Leland Linen paper, a new fancy finish, which the firm expects will become popular for social correspondence. There are the usual 24 envelopes in this box, making a full count papeterie, in keeping with the rest of this firm's papeteries. There is a growing demand for correspondence papers of higher grades than those formerly in general use and this new product has been designed to meet it.

"Tourist Linen" is the name of a new papeterie just introduced by Warwick Brothers and Rutter. The box contains thirty-six envelopes and a pad of writing paper with thirty-six sheets done up in double regent style, an innovation which the firm believes will be received with enthusiasm by the trade and their customers.

Valentine's New Postcards.

New subjects in infinite variety with numerous subjects in each series are included in this year's new issues of postcards in the Valentine series and Mr. Banks and his assistants at the Toronto warehouse are enthusias-

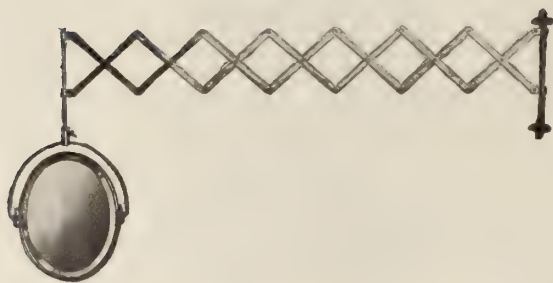
tie at the prospects for trade during the coming months and the holiday season with the many creditable new offerings with which they will be able to appeal to the trade. Originality in treatment marks the scenic and floral, art and humorous lines and there is every reason to think that the different series will prove to be real trade liveners. New treatments of bordered panel effects and genuinely artistic conceptions in woodland and water scenes, together with children's studies by clever artists combine to make up what the representatives of the firm describe as the most meritorious art collection for the stationery trade which this firm has ever put out.

Extension Bracket Specialties.

Among the specialties introduced by the American Electric Co., Chicago, which are of interest to stationers are various articles embodying the extension bracket device, including the Burns Telephone Bracket, brackets for dictionaries and directories, stenographers' copy books, adjustable mirrors and portable lamps, two of which are illustrated in this issue.



Extension Dictionary Holder.



Extension Mirror.

New Line of Greeting Cards.

Menzies & Co. have just introduced to Canada a new line of greeting cards, folders, and similar productions, having been appointed Canadian agents for Ernest Dudley Chase, of Boston. One of the Chase slogans for the trade is "Every Day Cards is our long suit—a card or a booklet for every occasion" which is backed up with the argument that these goods will make the dealer's show case as interesting in mid-summer as at Christmas time. The Chase samples include designs especially designed for Canadian trade. This is another indication of how U.S. firms are awakening to the importance of earnestly getting after trade in this country. Not in the way of seeking an outlet for "dumping" left-over productions of the previous season but by offering the newest and best goods they can produce including special productions adapted particularly to this market.

Lists Received.

The American Lead Pencil Co. has sent out special circular advertisements dealing with "Venus" pencils, along with short samples in a holder.

The Samuel C. Tatum Co., of Cincinnati, have just issued a descriptive circular about their "Gem" calendar desk calendar with advertising base, the base being finished in black enameled metal, the lettering being in bronze.

To augment the demand for their publications through the trade, Raphael Tuck and Sons will issue a revised edition of their illustrated annual catalogue for the use of the general public, giving retail prices only. A quarter of a million copies will be mailed in all parts of the Empire.

From Bentley and Anderson of Niagara Falls, comes a lawn tennis catalogue which is especially meritorious and of practical value to the trade aside from the presentation of particulars and prices of this firm's lines, because of the laws of the game completely set forth in it, together with plans of courts in diagram.

In a neat folder issued by the Peerless Ribbon and Carbon Company, the different brands of carbon papers and ribbons put out by this firm, are described. Dealing with "Klear Kopy," an extra light manifolding paper, the statement is made that this brand was adopted by one of the largest governments in the world although forty other brands were tendered at lower prices.

From the Steel Equipment Company, Ottawa, have come illustrated folders describing their steel stock sections of vertical filing cabinets, card index cases, cabinet safes, book trucks and record filing safes. A new factory for this concern is now under construction at Pembroke, Ont. Until that factory is completed, the company is operating at Ottawa in the plant of the Eclipse Manufacturing Co., which has been merged into the Steel Equipment Co.

Now It Is "Wilson Green!"

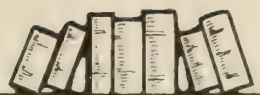
Stationers at Washington, D.C., are selling "Wilson G. Green," the name of a new stationery which has sprung into great popularity among society people there. Together with "Nell" pink, this is expected to be in vogue at the Federal capital for the next few months. Wilson green is a soft green-tinted paper with a trace of white, but not enough to deaden the color, while the envelopes are almost square with a three-cornered flap, which reaches the full depth of the envelope on one side and is cut sharply off to meet the top of the envelope in the opposite corner. "Nell" pink is a pretty shade of pink paper of the same design.

Post Card "Posters."

Falmouth is adopting an extensive scheme for advertising its attractions this year, says an English exchange, a portion of which will consist of the reproduction of pictorial posters in the shape of post cards. The first issue of the cards is to consist of 30,000 three-color reproductions, and the Chamber of Commerce is making a grant towards the cost. The idea is one that might be copied with advantage by other towns; for in addition to the advertising value of the post cards, there is a possibility of their developing into quite a respectable source of income, if the matter is handled properly. It should, by the way, be borne in mind that there is no need to go abroad for these cards. English three-color post cards are now the best in the world.



Books



American Booksellers Meet

Trade Reforms Forecasted.

The thirteenth annual convention of the American Booksellers Association was held in New York City in May and the attendance was the largest in the association's history. There were a number of able addresses on vital subjects followed by resolutions rich in promise for better things in the book trade.

Miss Virginia S. Cowper, of Wanamakers, New York City, dealt with the subject of "Bookseller's Responsibility"; and Louis A. Keating, of the American Baptist Publication Society, Philadelphia, with "Agencies for Developing Reading." Alfred Harcourt, of Henry Holt & Co., discussed "Books and Their Competitors." Other useful and suggestive papers were those on "The Problem of Bookselling in the Smaller Cities," by John Sterling, of Watertown, New York, and "Over Production: A Menace to the Book Trade," by V. M. Schenck, of Springfield, Mass.; "Co-operation between the Library and the Book Store," by G. F. Bowerman, of the Washington Public Library; and a complimentary paper on "Library Trade for the Local Dealer," by J. L. Grant. The question of "Fine and Rare Books as an Adjunct to the Retail Book Business" was suggestively handled by E. Dressel North, of New York, and the "School Book Business: Its Possibilities and Perils," by W. R. Barnes, of Chicago. There were other papers hardly less interesting, and the discussion in nearly every case was helpful and candid.

Among the resolutions adopted was one earnestly asking the publishers for a uniform discount of 33 1-3 per cent on all orders regardless of quantity.

Another, recognizing the apparent purpose of the regular reprint publishers to improve the quality and restrict the quantity of their output, commended this policy and deprecated the recently developed tendency of many publishers to issue their own novels, good and bad in reprint editions, thus continuing the present undesirable conditions due to overproduction. This resolution further asked the publishers to establish a limit of not less than three years for re-issues in popular copyright editions, earnestly recommending that all reprints shall be put at a net price and maintained the country over, and urged all publishers, whenever their books appear in reprint editions, to reduce to 75 cents net the original editions.

A net price for all juvenile books and for all established lines of standard books will be asked. A remedy for the menace of overproduction will be sought by urging a smaller output of books and keener discrimination.

A committee was appointed to further the project of establishing a booksellers' school in New York for the benefit of the trade of the entire country, extending the course of study to improve the efficiency of booksellers' assistants, adopted by the Booksellers' League of New York.

In the course of an address by Mr. Doubleday of Doubleday, Page & Co., he said: "I think publishing is a fine business and I am not disposed to quarrel with it. But the publishers have found that they do not sell enough books and are in great need of selling more. One house I know manufactures about 12,000 books a day, sells dealers about 5,000 and then still has to sell somebody else the other 7,000. I sometimes think that

List of the Best Selling Books

Checked Up from Returns Submitted by Representative Booksellers — Reports of Publishers' Best Sellers.

Canadian Summary.

- 1—The Amateur Gentleman (Jeffery Farnol).....230
- 2—The Judgment House (Sir Gilbert Parker).....141
- 3—Heart of the Hills (John Fox, Jr.)..... 98
- 4—Stella Maris (William J. Locke)..... 72
- 5—The Happy Warrior (A. S. M. Hutchinson)..... 70
- 6—V. V.'s Eyes (Henry S. Marrison)..... 41

United States' Best Sellers.

- 1—Virginia (Ellen Glasgow).
- 2—Guinevere's Lover (Elinor Glyn).
- 3—The Knave of Diamonds (Ethel M. Dell).
- 4—The Port of Adventure (C. N. & A. M. Williamson).
- 5—The Judgment House (Sir Gilbert Parker).
- 6—The Heart of the Hills (John Fox, Jr.).

Publishers' Best Sellers.

Bell & Cockburn:

- 1.—Stella Maris.
- 2.—Sunshine Sketches of a Little Town.
- 3.—The Old Adam.

Copp, Clark Co.

- 1.—The Judgment House.
- 2.—The Sixty-First Second.
- 3.—Concert Pitch.

Cassell & Co.:

- 1.—The Child of Storm.
- 2.—The House of Spies.
- 3.—Candlelight Days.

Henry Frowde:

- 1.—Bobbie, General Manager.
- 2.—Greater Love Hath No Man.
- 3.—Master of the Oaks.

Thomas Langton:

- 1.—Guinevere's Lover.
- 2.—The Flirt.
- 3.—Precious Waters.

Macmillan Co.:

- 1.—The Inside of the Cup.
- 2.—One Woman's Life.
- 3.—Comrade Yetta.

McClelland & Goodchild:

- 1.—Widecombe Fair.
- 2.—Mrs. Red Pepper.
- 3.—The Happy Warrior.

McLeod & Allen:

- 1.—Parrott & Co.
- 2.—Heart of the Hills.
- 3.—The Penalty.

Musson Book Co.:

- 1.—Amateur Gentleman.
- 2.—The Meeting of Lydia.
- 3.—Virginia.

the regular dealers don't realize what a large bookselling business is going on about them, which some day I think they will get in their control.

"The thing that is of real consequence is this, that the publishers had a meeting—not the American Publishers' Association, but just plain publishers—and discussed their troubles, as you have done; and after they got through weeping about that they all got together and said: 'Let us do something to sell more books,' and they formed a committee whose business it is to see what they can do to sell more books—not to regulate prices or reduce discounts, nor any of those fussy things, which I contend are negative, not positive. If you got a 60 per cent. discount that would not sell books. They appointed this committee in order to see if they could not get together on some plan that would increase the sale of books, the sale of books to the booksellers preferably.

I think I am correct in saying that the publishers spend about a million dollars a year in advertising. I think I am correct in saying a very large proportion of that is wasted; I think I am also correct in saying that booksellers might have a lot of it. (Applause.) The publishers are trying to see now what they can do to spend this vast amount of money. They have got a committee of ten or twelve people and all the chief publishers, I think, are in this movement except, perhaps, two. They have, I think, pledged themselves about \$10,000 or \$12,000 to carry out their plans and propose to employ a gentleman who will have charge of the work. I will not undertake to tell you the ideas they are going to try to work out in the way of advertising, publicity and co-operation with booksellers. If you are interested you will find that out later. But I hope very much that there may be appointed, perhaps consisting of the officers of your association, an open-minded committee—I suppose you could get an open-minded committee—(laughter) who would co-operate with the publishers with the idea of selling more books. I have no authority to represent them but I think you will find this committee very cordial in co-operation of that kind."

A resolution was passed referring this question to the newly constituted Board of Trade of the association, to meet the publishers half way, the scheme being referred to as "the best thing the publishers have proposed to do in a long time."

The convention closed with the most successful banquet the association has held, the attendance reaching 516 as against 470 last year and 390 the year before.



Canadian Books and Authors

Something About New and Forthcoming Books— Interesting Items About Canadiana.

Winnipeg, June 10th.—Emerson Hough, an American novelist, who is also an authority on colonization, passed through Winnipeg recently on his way to Edmonton, and the Peace River country. Mr. Hough will travel with J. K. Cornwall, M.P.P., for Peace River. His object is partly to gather material for stories and articles about the last West. He plans to travel by canoe down the Mackenzie river; and, that his writing may not be the only record of his trip, he is carrying a moving picture machine with him. While in the city he met R. C. Lett, of the colonization department of the G.T.P. It is understood that Mr. Hough will prepare some material for the publicity department of the railway in addition to his other work. Besides many articles and one or two books dealing with colonization problems in the United States,

Mr. Hough has already published one volume about Canada—"The Sowing." It is a study of Canada's immigration problem.

"The Lawbringers" by G. B. Lancaster, is one of Canadian books published by Hodder & Stoughton. It is a fascinating tale of adventure, alive with vivid, many-colored pictures of life as it is known in the Northwest Mounted Police, and unfolds a poignant story of such love as brings a man near to moral ruin and degradation, yet is potent enough in the end to turn him back, to raise him up again out of the mire, and to make him realise that "the simplicity of the heart can only be brought back by tears and the fires that are not quenched."



"Early Days on the Yukon, and the Story of Its Gold Finds" is the title of a book by William Ogilvie, D.L.S., F.R.C.S., to be brought out by Bell and Cockburn and coming from such an authoritative source should be a valuable work from an historical standpoint. The book will be illustrated. Other books on Canada to be brought out by the same house in the autumn include "Seeing Canada from the Tonneau," a description, with illustrations, of a motor car trip from Halifax to Vancouver by Thomas W. Wilby; "A History of the Counties of Ontario" by Emily P. Weaver; "In the Wake of the Eighteen Twelv-ers," a novel in which the naval battles of the "war of 1812" figure conspicuously, the author being C. H. J. Snider, a newspaper man of Toronto, and Stephen Leacock's new book "Behind the Beyond, and Other Contributions to Human Knowledge." The contents of the latter will include: I, Behind the Beyond, a modern Problem Play; II, Familiar Incidents; III, Parisian Pastimes; IV, The Retroactive Existence of Mr. Juggins; V, Making a Magazine—the Dream of a Contributor.

Quite a sensation was created by "The Correspondence of Goldwin Smith," by Arnold Haultain, the book being given exceptional prominence in the way of reviews and editorial references in the press of Canada and of Britain.

"The Company of Adventures," a book about the Hudson's Bay Company, written by Isaac Cowie, for many years one of the company's factors, is announced for early publication by Briggs. Most books about the Hudson's Bay Company have been written by outsiders

and the fact that this will be the work of a man writing from personal experience adds considerably to the interest of this announcement. The same publisher will issue "The Brock Centenary," by Alexander Fraser, the Dominion archivist, and a series of brochures on famous battles of the "War of 1812," the first to deal with the Battle of York. Still another new Canadian book to be published by Briggs is a posthumous volume of stories, long and short, by E. Pauline Johnston. It will be entitled "The Mocassin Maker."

Macmillan's will publish a history of the counties of Lennox and Addington, the work of W. S. Herrington, of Napanee.

Frank Packard, the Montreal author, has written a new novel entitled "Greater Love Hath No Man." It was among the June publications of Henry Frowde.

GOLDWIN SMITH'S CORRESPONDENCE.

The first volume of Goldwin Smith's correspondence, comprising letters written to and from his English friends between 1846 and 1910, and edited by Arnold Haultain, has just been published. Most of the English papers seem critical of the way in which Mr. Haultain has done his work. For example, the reviewer of *The Daily Chronicle* says: "I think it would have been as well if Mr. Haultain, who edits the correspondence, had omitted some of his hero's attacks upon statesmen still living. The law of libel prevents me from quoting from them." As showing the bitter temper of the former Sage of the Grange, here is an extract from one of his letters: "Toronto is just now in a paroxysm of vulgar flunkeyism, called forth by the visit of the Princess and her husband. My wife proposed to me at once to fly, and I readily consented, though I should rather have preferred to stay and stand aloof. We left all our neighbors (literally) practising presentation bows and curtsies for a monkeyish imitation of a 'Drawing-room' which the Princess was to have. The other day at a State ball at Ottawa a number of people were drunk, including a Minister of State, a Chief Justice, and a Bishop. Thus does Royalty refine and elevate Colonial Society!"

Notable among the books of the month is a new edition of Col. Denison's "History of Cavalry." The first edition, which was published in 1877, gained the Emperor of Russia's prize for the best work on the subject in competition with officers of all armies, and was translated into several different languages.

A preface to the Second Edition, which is a very important part of the book, brings the history of Cavalry down to the present time. The work is the result of great labor and research, and a marked peculiarity of the book is that the conclusions and lessons given by the author thirty-six years ago are now being accepted as correct by many of the best authorities on military question. When the book was written it was thirty years ahead of the times. The times have now come abreast of it.

The experiences of the Boer War, and the war between Japan and Russia, have proved how well Colonel Denison had appreciated what the effect would be of the improved fire arms upon modern war. Rarely has an author been more completely vindicated by the passing of time. The book gives a sketch of the history of the world in one particular phase and is interesting reading to the general reader.

The coming of a new book by that talented Canadian writer, Miss Montgomery, author of the "Anne" books and "The Story Girl," will be hailed with delight. It is to appear in September. In it old friendship will be renewed with the simple folk of Prince Edward Island under the guidance of Sara Stanley, the fascinating "weaver of

dream stories" introduced by Miss Montgomery in "The Story Girl." The sales of this author's books to date total almost half a million copies. Her new book will be entitled "The Golden Road."



News of Books and Bookmen

Interesting Trade Intelligence.

Among the bookmen visiting the Toronto trade in June, was Harry W. Sully, of L. C. Page & Co., the Boston publishers. Like many other men engaged in the book trade in the Republic, Mr. Sully is a Canadian. He was born in Montreal in 1874 and has been in the trade in the United States since 1895. He spoke interestingly about Canadian writers and men who have entered the trade across the border but Bookseller and Stationer refrains from saying anything about this in this issue, because Mr. Sully has kindly consented to contribute an article on this subject which it is to be hoped will be ready for presentation in an early issue.

It is interesting to note that Mr. Sully was optimistic regarding trade conditions in Toronto. Considerable of the success he found here was attributed to his firm's list of books by such noted Canadian writers as Charles G. D. Roberts, Theodore Goderich Roberts, Bliss Carman, L. M. Montgomery, and Marshall Saunders, among the forthcoming books being Miss Montgomery's new novel "The Golden Road" and "Pussy Black-Face," a new juvenile tale by the author of "Beautiful Joe."

"Captain Scott's Journal," written largely by the ill-fated Antarctic explorer and finished by Commander Evans is one of the especially interesting forthcoming books which McClelland & Goodechild will publish in Canada. It will be illustrated in colors and bound in two volumes boxed at \$10. The recent visit to Toronto of Norman Angell has given rise to such an increased demand for "The Great Illusion" that the firm has been obliged to cable to England for another large edition. A second edition of Walling's "Sexology" has been published, also another edition of "Mrs. Red Pepper" and two new novels just issued are E. F. Benson's "The Weaker Vessel," and "Lo Michael" by Grace L. H. Lutz.

Novels just issued by Frowde's include "The Ambassadors" by William Wriothsley, a story of the inner court circles of European capitals with an American woman as the heroine; "The Jumping Off Place" by Ethel Shackleford.

Frank Shoemaker of the Peun Publishing Co., of Philadelphia, called upon the Toronto trade in June.

So continued has been the demand for "The Way of an Eagle" by E. M. Dell, that the Copp Clark Co. have just brought out another edition. Another book with which they have been especially successful this year in addition to the books appearing in their list of three best sellers this month is Edna Ferber's "Roast Beef Medium."

Following the uptown movement of the leading New York book publishing houses Charles Scribner's Sons are now located in their new building, Fifth avenue and Forty-eighth street, that city. The firm has been located at 153-157 Fifth avenue since 1874. The new Scribner plant is of steel, brick and concrete, and without any woodwork except furnishings and fittings. The front and rear walls are almost entirely plate glass and the light flood is increased by the white ceilings and walls and the light concrete floors.

Messrs. Jack, the English publishers represented in Canada by the Copp Clark Co., announce a biography of Ferdinand, King of Bulgaria. The work will be entitled "Czar Ferdinand and his People," and the author is John Macdonald, well-known as special commissioner of the Daily News during the insurrection of 1903. The work is based on an intimate acquaintance with the Bulgarian court and people.

Lady Scott, the widow of Captain Scott, telegraphed from New Zealand to Reginald Smith that her husband's journal is in her possession "excellent and complete." The journal will be published by Messrs. Smith, Elder & Co. in its entirety, while the Strand Magazine will print two, or perhaps three, preliminary articles.

F. Chalmers Dixon, publisher of The English Review, will launch a new weekly to be devoted to literature, art, drama and matters of public interest. It will be edited by Arthur Harrison.

Jeffrey Farnol and A. S. M. Hutchinson, authors of two of the outstanding books of the present season met for the first time recently at the Savoy in London. It is reported that these preliminary remarks were passed:

"I am awfully glad to meet you, Mr. Farnol, but, do you know, I have not read your books."

"I am so glad to hear you say that, for I have not read yours either, but I am happy to make your acquaintance just the same," was Farnol's rejoinder.

The ice having been broken, these two young men, representing the newer generation of writers who now appear to have preempted the literary world, compared notes over a pot of tea as to their likes and dislikes, their methods and their trials.

They parted the best of friends, promising to read each other's books at the earliest opportunity.



A new picture of Jeffrey Farnol.

Writing about Jeffrey Farnol, Henry C. Shelley, the London literary correspondent of the Boston Transcript, in the course of an article with favorite novels of the day in England said:

"Consistently with his love of the past, Farnol is trying to create some new literary associations for the old inns of Southwark, for whenever he is in town nothing gives him more pleasure than to entertain a congenial company at the ancient George Inn in the Borough.

The Menace of the Reprints

London Publishers Alarmed.

Just back from his annual visit to the old country, S. B. Gundy had some interesting things to say about conditions in the trade over there, especially affecting the advent of reprints.

"London publishers, as they fold over a fresh piece of thin bread and butter and sip their tea of a bright afternoon in May," said Mr. Gundy, "are apt to entertain the Canadian visitor with long and violent tirades against the issue of the sevenpenny cloth bound novels."

He added that when these books first appeared these same publishers greeted their advent with indifference, or perhaps with the comment "most extraordinary," whereas to-day they are feeling keenly their effect, and were it not for library trade and a large Australian demand, the publishing of 6s. fiction would be a profitless undertaking.

"I learned while away," Mr. Gundy continued, "that some of the New York publishers of fifty-cent reprints feel much grieved that these sevenpenny novels are entering the Canadian market. It certainly is annoying to have your business interfered with in this way, but when one considers that a large proportion of the titles on the American fifty-cent reprint list should never have been allowed to enter Canada, as the original American publisher's rights were limited to the United States, the need for sympathy in this connection is less apparent."

"Does the issue of this reprint fiction help the sale of new six shilling and dollar and a half fiction?"

To that Mr. Gundy's reply was in the form of another question: "Does a second plate of porridge increase your appetite for bacon and eggs? Journey through the trade," he added, "and note the reprint fiction filling the windows of the representative bookstores. It is great fun for the publisher of these books but starvation for everybody else."

William Le Queux has recently entered into an agreement with John Long to specially write for him several novels. Their publication will be extended over a period of years and Mr. Long will have the first ready in the coming autumn. The author has returned from the Balkan War. He has been with the Servians in Macedonia. He knows the Balkans well, and was decorated by King Peter, and also by the King of Montenegro three years ago for an adventurous journey he took among the Skreli, a brigandish Albanian tribe. He is thus in possession of much new and interesting material, which he will introduce into his novels.

Circulating Library Idea.

One progressive bookseller has inaugurated a good method of getting business. He runs a circulating library to which he offers a year's subscription free with a two-dollar purchase at his store. Subscribers agree to return each book within a week or pay a fine of three cents a day. Fines are frequent and the amount collected not only pay the expense of conducting the library, but yield a small profit besides.

Another British Firm Branches Out

Recognizes Canada's Great Destiny.

Some little time ago Sir William Robertson Nicoll, the editor of "The British Weekly," in an article entitled "The High Destiny of Canada," put before his readers in the mother country a startling forecast of Canada's great future, in which among other significant remarks he said: "Canada has before her the high destiny of the chief place in the British federation." It is therefore only fit and proper that the London publishing house of Hodder & Stoughton, who are the publishers and proprietors of "The British Weekly," "The Bookman," and other periodicals, as well as publishers to the University of London, and with Henry Frowde, of the Oxford Medical Publications and The Oxford Books for Children, should desire to widen the scope of their operations in Canada.

It is an admission on the part of one of the largest publishing houses in London that the Canadian market is of vital and increasing importance. In the future Hodder & Stoughton will make every effort to secure books that will be of especial interest to Canadians. In this respect they believe that their list of announcements for 1913 which they describe as one of the strongest and most expensive in the history of the House, compares most favorably with those of other English and American firms.

It is impossible to enumerate the very large number of important works in theology, general literature, and fiction that Hodder & Stoughton will publish not only in Great Britain but also in Canada during the coming season, but special mention may be made of the new editions of Art Color Books for which this firm has achieved a world-wide reputation.

"Quality Street," by J. M. Barrie, will have thirty illustrations in color by Hugh Thomson. This is the first publication in any form of one of the most attractive and most popular of J. M. Barrie's plays.

"The Old Curiosity Shop," by Charles Dickens, will be fully illustrated in color by Frank Reynolds. This will be the complete book, uniform in size and style with Mr. Reynold's "Pickwick Papers" and "David Copperfield."

"Vanity Fair," by William Makepeace Thackeray, will be illustrated in color by Lewis Baumer, the famous "Punch" artist.

"An Artist in Italy," by Walter Tyndale, is another lovely book, uniform in style with Mr. Tyndale's immensely successful "An Artist in Egypt."

"Poudre et Crinolin; Old Tales Retold," by Sir Arthur Quiller Couch, is to have twenty-five colored pictures by a Danish artist named Kay Neilson, a young man who will become world-famous the day that Messrs. Hodder & Stoughton issue this book. Mr. Neilson is a really great discovery.

Hodder & Stoughton will also issue this season a number of \$1.50 net Art books illustrated by Edmund Dulac, Hugh Thomson, A. C. Michael, and other famous artists.

The fiction list includes:

"El Dorado," the new "Scarlet Pimpernel" book by the Baroness Orczy.

A new "Challenger" novel by Sir Arthur Conan Doyle.

"The Law Bringers," by G. B. Lancaster, author of "Sons o' Men."

"The Outlaw," by David Hennessey, the great adventure novel that won the £400 prize in Hodder & Stoughton's recent prize novel competition. Probably the best bushranging story since "Robbery under Arms."

"Her Ladyship's Conscience," by Ellen Thorneycroft Fowler, author of "Concerning Isabel Carnaby." Besides these there will be new books by W. W. Jacobs, Harold Begbie, Mrs. Henry de la Pasture, John Oxenham, E. Phillips Oppenheim, E. W. Hornung, A. E. W. Mason, Robert Barr, and many other well-known novelists, together with several books by new writers of quite unusual promise.

Hodder & Stoughton offer a prize of £250 (\$1,250) for the best novel of Canadian Life by a Canadian entered for their great All British £1,000 Prize Novel Competition for Colonial Authors.



DEATH OF THE POET LAUREATE.

Alfred Austin, British Poet-Laureate since 1896, died on June 2nd at his home, Swinford Old Manor, Ashford, Kent, where he had been lying ill for some time. He was 77 years old.

Besides being a poet he was a barrister, a critic, a novelist, a war correspondent and a political writer. He published his first poem anonymously at the age of 18 before he had taken his degree at London University. He was a newspaper correspondent in Rome for many years, and he followed the operations of the Franco-Prussian War in 1870-71 with the headquarters staff of the Prussian King.

His writings were very patriotic. In one poem of recent date he called attention to the unpreparedness of the British army for war, and in another he eulogized the achievements of the British navy.

In 1911 he issued his autobiography.

The greater part of his poetical work was published between the years 1881 and 1890, including "Savonarola," "Prince Luciaer," and "English Lyrics."

First a lawyer, but without enthusiasm for that profession, Alfred Austin, on the death of his father in 1861, devoted himself to literature and foreign travel. He later lived in the country in England, preferring that to London, when he was in town living at the Carleton Club.

Besides being an expert horseman, he was an amateur gardener of some local fame, and a devoted disciple of Isaac Walton.



Mary Roberts Rinehart has earned as high as \$50,000 in one year by her writings. The leanest year brought \$1,200. Literature is more of a business than a passion with her. She said recently: "Novels make much bigger money than short stories. In each short story you use up an idea. In a novel you use one idea, with a separate impulse for each chapter. If your big idea is good for thirty impulses or chapters, each chapter is good for 2,000 words, and there you have a 60,000-word novel. I write each chapter for all it's worth, then I stop and consider the next one. I received good advice from one who has been my mentor in literary work: 'Always remember,' he said, 'to save the embrace between the hero and the heroine until the end of the last chapter, and you will keep them reading.' It was sound advice."

Record of Copyright Books

Publications of the Different Canadian Publishing Houses During the Month Ending June 15th.

Fiction.

- Ambition of Mark Truitt, The.** Charles Russell Miller. Toronto: McLeod and Allen. Cloth \$1.25.
- Apple of Discord.** Henry C. Rowland, Toronto: William Briggs. Cloth \$1.25.
- Come Rack! Come Rope!** Robert Hugh Benson. Toronto: McClelland and Goodechild. Cloth \$1.25.
- Concert Pitch.** Frank Danby. Toronto: Copp, Clark Co. Cloth \$1.25.
- Courtin' Christina.** J. H. Bell. Toronto: Hodder & Stoughton. Cloth 50c. Paper 35c.
- East of the Shadows.** Mrs Hurbert Barclay. Toronto: Hodder & Stoughton. Cloth \$1.25.
- Enchanting Mysteries of Kathleen Carter, The.** P. Le Clerq. Toronto: Macmillan. Cloth \$1.25.
- Father Ralph.** G. O'Donovan. Toronto: Macmillan. Cloth \$1.25.
- Fetters of Freedom.** C. T. Brady. Toronto: William Briggs. Cloth \$1.25.
- Garden of Spices.** A. A. Keith Fraser. Toronto: Hodder & Stoughton. Cloth \$1.25.
- Gertrude.** Edward Hungerford. Toronto: McClelland and Goodechild. Cloth \$1.25.
- Girl With Two Selves, The.** M. H. Costello. Toronto: McClelland and Goodechild. Cloth \$1.00.
- Heart of Night Wind.** V. E. Roe. Toronto: William Briggs. Cloth \$1.25.
- In Another Moment.** Charles Belmont Davis. Toronto: McLeod and Allen. Cloth \$1.25.
- Inside of the Cup, The.** Winston Churchill. Toronto: Macmillan. Cloth \$1.50.
- Little Gray Shoe.** Percy Brebner. Toronto: William Briggs. Cloth \$1.25.
- "Lo, Michael!"** Grace L. H. Lutz. Toronto: McClelland and Goodechild. Cloth \$1.25.
- Miss Nume of Japan.** Onoto Watanna. Toronto: Copp, Clark Co. Cloth 75c.
- Mixed Grill.** W. Pett Ridge. Toronto: Hodder & Stoughton. Cloth \$1.25.
- Mystery Car (XYZ 747), The.** Morice Gerard. Toronto: Hodder & Stoughton. Cloth \$1.25.
- Olivia in India.** O. Douglas. Toronto: Hodder & Stoughton. Cloth \$1.25.
- Outlaw, The.** David Hennessey. Toronto: Hodder & Stoughton. Cloth. \$1.25.
- Parrot & Co.** Harold MacGrath. Toronto: McLeod and Allen. Cloth \$1.25.
- Skipper Anne.** Marion Bower. Toronto: Hodder & Stoughton. Cloth \$1.25.
- Southerner, The.** Thomas Dixon. Toronto: Copp, Clark Co. Cloth. \$1.25.
- Upper Crust, The.** Charles Sherman. Toronto: McLeod and Allen. Cloth \$1.25.
- V. V.'s Eyes.** Henry Sydnor Harrison. Toronto: William Briggs. Cloth \$1.35.
- Wallingford in His Prime.** George Randolph Chester. Toronto: McLeod and Allen. Cloth \$1.25.
- Weaker Vessel, The.** E. H. Benson. Toronto: McClelland and Goodechild. Cloth \$1.00.
- Where Are You Going To?** Elizabeth Robins. Toronto: William Briggs. Cloth \$1.25.
- Wilderness Lovers, The.** E. R. Punshon. Toronto: Hodder & Stoughton. Cloth \$1.25.

Woman of the Twilight, The. Marah Ellis Ryan. Toronto: McClelland and Goodechild. Cloth \$1.35.

Non-Fiction.

- All About the Baby.** Robert N. Rooker, M.D. Toronto: McClelland & Goodechild. Cloth \$2.50.
- Belief in Immortality.** Vol. 1. J. G. Frazer. Toronto: Macmillan. Cloth \$3.00.
- Book of Animals, The.** Henry H. Saylor. Toronto: McClelland & Goodechild. Cloth \$1.20.
- Church and Changing Order.** S. Mathews. Toronto: Macmillan. Cloth 50c.
- Country Life Movement.** L. H. Bailey. Rural Science. Toronto: Macmillan. Cloth 50c.
- Educational Administration.** Strayer and Thorndike. Education. Toronto: Macmillan. Cloth \$2.00.
- Essays in Taxation.** E. R. Seligman. Political Economy. Toronto: Macmillan. Cloth \$4.00.
- Find the Worth While in Europe.** Albert B. Osborne. Toronto: McClelland & Goodechild. Cloth \$1.40.
- Folk Tales of Breffny.** B. Hunt. Folk Lore. Toronto: Macmillan. Cloth \$1.00.
- France From Sea to Sea.** Arthur Stanley Riggs, F.R.G.S. Toronto: McClelland & Goodechild. Cloth \$1.25.
- Getting Into Parliament and After.** Senator Geo. W. Ross. Toronto: William Briggs. Cloth \$2.50.
- Goldwin Smith's Correspondence.** Arnold Haultain. Toronto: McClelland & Goodechild. Cloth \$5.50.
- History of Cavalry, A.** Col. G. T. Denison. History. Toronto: Macmillan. Cloth \$2.50.
- Household Bacteriology.** Buchanan and Buchanan. Bacteriology. Toronto: Macmillan. Cloth \$2.25.
- How to Grow Vegetables.** A. French. Rural Science. Toronto: Macmillan. Cloth 50c.
- How to Help.** Conington. Toronto: Macmillan. Cloth 50c.
- How to Keep Bees for Profit.** D. E. Lyon. Rural Science. Toronto: Macmillan. Cloth 50c.
- Human Behavior.** Colvin and Bagley. Science. Toronto: Macmillan. Cloth \$1.00.
- How to Keep Hens for Profit.** Valentine. Rural Science. Toronto: Macmillan. Cloth 50c.
- In the Vanguard.** K. Trask. Drama. Toronto: Macmillan. Cloth \$1.25.
- Japan.** L. Hearn. Travel. Toronto: Macmillan. Cloth 50c.
- June—No. 11.** Round Table. Politics. Toronto: Macmillan. Cloth 65c.
- Little Book of Brittany.** Robert Medill. Toronto: McClelland & Goodechild. Cloth 75c.
- Moral Training in School and Home Education.** Sneath and Hodges. Education. Toronto: Macmillan. Cloth 80c.
- New Testament Documents, The.** G. Milligan. Theology. Toronto: Macmillan. Cloth \$3.25.
- Panama.** Peeps at Many Lands. Toronto: Macmillan. Cloth 50c.
- Pond Life.** Peeps at Many Lands. Toronto: Macmillan. Cloth 50c.
- Problem of Christianity.** 2 Vols. J. Royce. Toronto: Macmillan. Cloth \$3.50.
- Social Basis of Religion.** S. N. Patten. Toronto: Macmillan. Cloth 50c.
- Social Idealism and Changing Theology.** G. B. Smith. Toronto: Macmillan. Cloth \$1.25.
- Trans-Himalaya.** Vol. 3. Sven Hedin. Travel. Toronto: Toronto: Macmillan. Cloth \$4.50.
- Way to the Heart of the Pupil, The.** Dr. H. Weimer. Toronto: Macmillan. Cloth 60c.

Books Received

"The Southerner." Thomas Dixon. Toronto: Copp, Clark Co. Cloth, \$1.25.

For the first time in fiction a dramatic web has been woven around the real Lincoln, with all the lines of humor, pathos and power true to life. The plot of the story is intense with the simple, humble, lion-hearted man in a life and death struggle to save a nation. Through the drama of love and tears which follows, a fascinating love story is woven about the White House. It culminates in one of the many attempts to assassinate the President. The romance and tragedy of the Civil War are painted in realistic colors on the background of this epic canvas.

The Brittanic Question. Richard Jebb. London: Longman's Green & Co. Cloth, 35c.

This book deals with the Imperial Questions of to-day. What does Imperialism mean? Should the Dominions contribute to Britain's Navy or have Navies of their own. Do the "Food Taxes" matter? Should there be a new Empire Parliament? Or, could we have a Brittanic Commonwealth without a Central Government?

Greater Love Hath No Man. Frank Packard. Toronto: Frowde. Cloth, \$1.25.

To lay down one's life for one's friend is an easy heroism compared with the sacrifice which inspires this story. Varge takes the guilt of a man he does not love, on his shoulders. Why does he do it? Everyone believes him innocent, even the judge and jury who condemn him on the strength of his own confession. Despite his repeated assertions of guilt, the rumor of his innocence pervades the Penitentiary. He endures his punishment stolidly until love enters his cell. Then he breaks jail and—well, it all ends happily. But why did Varge do it?

The Jumping-Off Place. Ethel Sheekleford. Toronto: Frowde. Cloth, \$1.25.

A story of the West. An Eastern woman arrives unaccompanied and without credentials, at a Montana mining camp. No one knows her story. Love and adventure follow in a sparkling series of breezy scenes.

Stempenyu. By "Shalom Aleichem." Translated from the Yiddish by Hannah Berman. London: Methuen & Co. Cloth, \$1.25.

The hero of this curious Jewish romance is a wandering musician of many adventures, who was caught, as in a trap, by a woman with whom he has nothing in common. Too late, he meets his affinity, Rachel. A vein of tenderness and pity for Stempenyu no less than for Rachel runs through the book; and over all hovers the spirit of geniality and kindliness.

The Old Adam. Arnold Bennett. Toronto: Bell and Cockburn. Cloth, \$1.25.

With Arnold Bennett the life-like sequence of his events is the first thing that impresses. His Novels read more like biography than fiction, and, after that, all that is necessary is that the life which he has selected to narrate should be interesting. Like his other books, "The Old Adam" throbs with the natural adventure of personality.

Industrial Germany. By William Harbutt Dawson. London: William Collins Sons & Co., Ltd. Cloth, 1s. Leather, 2s.

There is much in this work to remind us of King George's "Wake Up England." The author points out the weak points in British commercial and other methods, and at the same time points to the German method of dealing with such problems. He regards Germany as

Britain's most serious rival in the markets of the world, a position which it can, and does claim.

The Practical Side of Small Holdings. Jas. Long. London: William Collins Sons & Co., Ltd. Cloth 1s. Leather 2s.

The author's connection with his subject dates back to practically its earliest days in England, and he has also studied the conditions of Small Holdings on the Continent. He is the founder of the English Small Holdings Association and a member of the Departmental Committee on Small Holdings, and has done much to make the scheme not only possible, but also productive. In his book some valuable agricultural information is given, which should be of great assistance to those whose knowledge on such matters is limited, and who propose going "back to the land."

Eugenics. Edgar Schuster, M.A., D.Sc. London: William Collins Sons & Co, Ltd. Cloth, 1s. Leather 2s.

This is a book which aims at removing a lot of the ignorance and prejudice which any new movement has to contend with, for the Eugenic Policy is new to the general public, although it really goes back to the classic days of Plato.

Modern Views on Education. Thiselton Mark, B.Sc., D.L. London: Wm. Collins Sons & Co., Ltd. Cloth, 1s. Leather, 2s.

This book deals chiefly with the bearing of Education on National Life, showing many reforms needed in present systems. The subject is well dealt with, the idea being to create in the child's mind an intelligent interest in its work and career. That systems should advance with the times is of course imperative, and the author gives a reasonable outline as to how it can be done.

—Sane Trade Unionism. W. B. Osborne. London: Wm. Collins Sons & Co., Ltd. Cloth, 1s. Leather, 2s.

The author will go down to posterity as the man who established the "Osborne Judgment" whereby the unions' funds can not be used for political or socialistic purposes. He is of the old school of Trade Unionism, and in his book deals with the unfair practices of unions interfering with the liberty of their members, and more especially the non-members.

Socialism and Syndicalism. By Philip Snowden. London: Wm. Collins Sons & Co., Ltd. The Nation's Library Series. Cloth, 1s. Leather, 2s.

This is a masterful work on two highly debatable topics, which are dealt with by the author in a dispassionate and level-headed manner.

The Art of In-Fighting. Frank Klaus. London: Ewart Seymour & Co. Boards, 1s.

The author, champion middleweight pugilist, describes his book as a treatise on a too-neglected science. There are twenty-seven illustrations from special photographs.

The Parables of the Tree of Good and Evil and the Tree of Life. John Coutts. London: G. Lyal. Paper, 2d.

The Walled City: A Story of the Criminal Insane. By Edward H. Williams, M.D. New York: Funk and Wagnalls Co. Cloth, \$1.

The author was formerly assistant professor of pathology and bacteriology, State University of Iowa; formerly assistant physician at the Matteawan State Hospital for Insane Criminals; assistant physician at the Manhattan State Hospital for the Insane, etc.

The Land of The Spirit. Thomas Nelson Page. Toronto: The Copp, Clark Co. Cloth \$1.20 net.

A series of excellent stories reflecting glimpses of what the author styles "The New Land of the Spirit" based on the notable change in national life in the deepening of the note of duty to God and to our neighbor out of which have grown most of the new moral movements of the

day. Some of the stories are based on incidents that actually occurred.

Selling Newspaper Space. Joseph E. Chasnoff. New York: Ronald Press Co. Cloth \$1.00.

An interesting practical volume presenting in concise form methods that may be successfully employed in the selling of newspaper space to local firms. The book is based upon a series of lectures delivered by the author to the students of the School of Journalism at the University of Missouri. There are chapters on salesmanship, making the medium, converting the retailer, helping the merchant. "New business" and advertising for advertising. The arguments are emphasized by twelve plates setting forth good ideas and indicating inferior methods. The creation of public sentiment to "buy at home" receives prominent attention in the paragraph on "new business." Here is a book that all newspaper men can read with profit and the merchant himself will take a broader view of the whole question of newspaper publicity after reading this volume.

The Unforgiving Offender. John Reed Scott. Toronto: Copp Clark Co. Cloth \$1.25.

When the young and beautiful Mrs. Loraine leaves her husband and elopes with another man, she believes that her desperate adventure will bring her happiness. Her disillusion comes quickly, but with rare courage she decides to return among her old friends to straighten out the tangle of her life.

Roast Beef Medium. Edna Ferber. Toronto: The Copp Clark Co. Cloth \$1.25.

A most refreshing volume relating the business adventures of Emma McChesney, who is introduced as the travelling representative of a firm of petticoat manufacturers with ten years' experience, her entrance upon this career having followed eight years of married life ending in divorce. The book is rich in humor, not without an element of tragedy and presents a fund of common sense through the medium of the heroine.

Polly of Lady Gay Cottage. Emma C. Dowd. Toronto: Copp Clark Co. Cloth \$1.25 net.

A sequel to "Polly of the Hospital Staff." Polly continues on the staff and many new and wonderful things happen to her including the discovery of her "truly relations."

Home Life in Russia. Angelo S. Rappoport. London: Methuen & Co. Cloth 10s. 6d.

A peculiarly intimate book on Russia. The daily round of family and social intercourse, the life at school and the university, the outlook on religious and social questions, are all dealt with. Peasant life both in Little and Great Russia is described, and much space is devoted to the ceremonies and festivals that are such peculiar and interesting features of a country about which the average reader knows but little.

The Revolt of The Birds. C. Edward Young. London: Charles H. Kelly. Cloth.

A charming song drama for little children prepared in two acts. The book contains ten handsome illustrations in colors.

Babyhood. J. Bernard Dawson, M.D. London: Ewart, Seymour & Co., Ltd.

A book in which the needs of the young infant, his dangers, his ailments and his early training are discussed. The author describes the first twelve months of life as a very critical period during which constant attention is necessary.

The Man and the Woman. Arthur L. Solman. Chicago: Forbes & Co. Cloth, 75c.

This book discusses the joy and beauties of love and friendship in a refreshingly wholesome spirit. Its clear,

human note will find a response in the heart and mind of every reader.

Panama: the Creation Destruction and Resurrection. By Philippe Bunaw-Varilla. Constable & Co., cloth 12s 6d.

From the age of twenty M. Bunaw-Varilla has spent his energies towards the realization of the Panama Canal. Through fever, suspicion, and political intrigue, he worked for the several French attempts towards the canal; on their final failure he went to America, defeated the Nicaragua scheme, engineered the revolution of the Republic of Panama from Colombian tyranny, and now that his battle is fought and won, he has written this history of his life work, not only for engineers, for this book is no mere list of technicalities, but for all lovers of energy, determination and patriotism.

The Inside of the Cup. By Winston Churchill. Toronto: Macmillan. \$1.25.

This new novel dealing with one of the most vital of present day questions, is described as this author's most mature achievement. Opening in the Middle West the story moves rapidly through a series of highly significant events to a climax worthy of this popular author.

The Life of John Bright. G. M. Trevelyan. London: Constable & Co. Cloth, 15s.

A valuable contribution to biographical literature that will appeal strongly to the student of English history. The book has 480 pages, and numerous illustrations including an especially fine photogravure frontispiece from a photograph of John Bright taken in the attitude in which he usually spoke.

Other Days. By A. G. Bradley. London: Constable & Co. Cloth, 8s. 6d.

This new book by the author of "Canada in the Twentieth Century," is a volume of recollections of rural England and Old Virginia. There is one chapter devoted to Canada in the seventies introduced some picturesque backwoods characters and interesting descriptions of the old social life and the narrow outlook of Canada forty years ago.

Suburban Gardens. Grace Tabor. New York: Outing Publishing Co. (Mussion's, Toronto). Cloth 70c.

An illustrated volume with chapters on position and plan of the house; designing the garden; grades, levels and contours; walks, paths and garden entrances; garden accessories and ornaments; vines, trees; shrubbery, flowers and general culture.

Fishing with Floating Flies. Daniel G. Camp. New York: Outing Publishing Co. (Mussion's, Toronto). Cloth, 70c.

Tells about the necessary equipment, how to cast, where and when to use the floating fly and how to fish with it. There is also a chapter about insects of the trout stream.

Elementary School Standards. Frank M. McMurtry. Paul H. Hanus. Yonkers, N.Y.: The World Book Co. Cloth \$1.50.

A book in the School Efficiency Series, dealing with instruction, course of study, and supervision, applied to the New York City Schools.

Out With the Birds. Hamilton Lang. New York: Outing Publishing Co. Cloth, \$1.50.

A book that would have been impossible twenty years ago. The author goes armed, but not with a gun. He brings home his game at the end of the day, but it is not a jumbled heap of blood-stained feathers. The weapon is a camera, and the game is a truthful and sometime exasperating dry plate and so he has written this book—a chronicle of personal happenings; of high hopes and small adventures; a living picture of the busy, musical life that goes in the air, among the treetops, and on the lakes and streams by which he spends his days.

Effective Display Schemes

Valentine, St. Patrick, Easter.

In the art department of the Copp Clark Company's new building some effective new display ideas have been put into effect by Hugh Young, the manager of that department, some idea of which may be gathered by the accompanying illustration, showing part of the display of valentines for the coming season. Partitions have been put up selling aside separate sections for valentines, St. Patrick cards and Easter cards, spacious booths lending themselves admirably to attractive displays, being devoted to each of these lines. The walls of the Valentine booth are covered with red cloth forming a characteristic

Have You a Stork Book?

A Live Wire Suggestion.

If you have not already done so, by all means start a "Stork Book."

This book, of course, is a record of births in each dealer's community, a complete record showing the parents, date of birth and name and sex of the youngster. With this information at hand the dealer is in a position to send out a steady stream of printed matter regarding birthday gifts and birthday parties, publicity matter that reaches the right people at the right time, publicity matter that can hardly help but be highly productive of profitable results.

If the dealer can get close to these prospective pur-



Display scheme affording a good idea for retailers. Valentines shown on red background in specially prepared booth in the Copp-Clark Co.'s new building.

background and the same idea is carried out for the other lines, the background of the St. Patrick's Day cards being green and of the Easter greetings, purple.

The general effect is one which is distinctly pleasing and affords a valuable suggestion for retailers because they can carry out the same general idea, though it would naturally lie on a somewhat smaller scale.

Another good idea which might be emulated to advantage by retailers is the unique announcement of the display of these lines issued in the form of ticket of the size and appearance of a theatre admission ticket contained in an envelope bearing this wording: "Complimentary Ticket for the Big Show."

Here is a reproduction of the ticket itself:



MAGAZINE NOTES.

A feature directly affecting booksellers is the department, now a regular feature of MacLean's Magazine: "The Best Selling Book of the Month," in which lists of the six best sellers in Canada and in the United States, together with a sketch of the author of one of the books of the month together with a review are presented by the editor of Bookseller and Stationer. Booksellers will do well to direct the attention of their customers to this and the interest thus created in certain books may develop sales that otherwise would not be made.

chasers naturally and gracefully, a policy of penning personal letters of congratulation will be well received, as will personal letters later on, suggesting birthday gifts and birthday parties.

It is a comparatively easy matter to procure the necessary information. The personal columns of the local papers should be scanned, of course, for live news. Beyond that, in large cities, the bureaus of vital statistics and in small cities the health boards or other civic authorities can supply the desired information covering births for a period of years back. It may require a little trouble and possibly a bit of diplomacy to procure these birth records in some instances, but if successful the merchant is repaid a hundredfold for his efforts.

It's a live wire suggestion—put it to work.



LOSSES BY FIRE.

Fire did slight damage in the Modern Variety Store at Cranbrook, B. C. on the night of April 28th.

Among the victims of the recent disastrous fire at Gretna, Manitoba, was Ewart's Bookstore where a loss of \$2000 was suffered. There was no insurance. The total extent of the loss by reason of this fire was over \$100,000, the insurance approximating about half that sum.

Western Retailers Organize

The Cash System.

(Continued from June issue).

Editor's note.—The report in the June issue followed the proceedings to the conclusion of the address on credits, wholesale and retail, by Henry Detchon of the Canadian Credit Men's Association. J. F. Bole, who had stirred the convention with his advocacy of the cash basis of business, again took an active part in the discussion.

Bole jumped to his feet, declaring that he disagreed with everything which had been said, for he believed that the whole credit system was wrong.

"We are playing into the hands of the enemy," he said. "We complain about the catalogue houses, yet by our very system we are strengthening their hands. We sell on credit, putting ourselves at a disadvantage; for we have not the cash to avail ourselves of cash discounts, and we therefore cannot buy on the best market.

"There is no use talking, money has power, and we are not only handicapping ourselves by selling on time, but we are really working against the best interests of our customers, for we are not getting for them the best goods at the lowest possible price. The only way to do this is for us to pay cash for our stock, and the only way in which that is possible is to get cash from our customers.

THIS BANK IS PLACE FOR CREDIT.

"If we wanted to eliminate credit," continued Mr. Bole, "we could do so. I have the greatest contempt for the silliness of business men, who in this new country, could have established a cash basis of the man giving credit is ridiculous. You start in a small way. The man who owns a farm comes along and wants credit, and you give it to him. Why, ten chances to one that man could buy you out, lock, stock and barrel. Perhaps along the line suggested by Mr. Detchon, you have had a good statement of this man's financial standing; but if that statement is good enough for you, it should be good enough for the bank, and it is the bank he should ask to trust him, not you.

"The principal on which business men work in the West seems to be that the better off a man is, the more anxious they are to give him credit. They fear they will offend him and lose his business if they ask for cash. Indeed the only men to whom you are quite willing to give credit are those who could well afford to pay cash.

"Why," continued Mr. Bole, "the American negro knew enough to accept emancipation when it was offered him; but here are 500 of the whitest men of the country who don't know enough to accept freedom."

CHARACTER A CONSIDERATION.

In his paper, Mr. Detchon showed that there are two sides to credit—What a man is seeking and what he is giving. He referred to the methods adopted by most wholesale houses where credit men pass upon every account determining whether a man is good enough to ship to.

"As a credit man sizes you up," said Mr. Detchon, "so you should size up a customer. The credit man considers the moral risk, the character of the man to whom his firm is considering selling. So you should do. Does your customer intend to pay, or does he hope by some quibble to get out of payment?"

"Then there is the question of financial responsibility. 'Is this man able to pay,' enquires the credit man. 'He seeks his information from the banks, from the travelers, and from the financial agencies. You could get much such information about your customers.

"I judge," continued Mr. Detchon, "that about 90 per cent. of the merchants in the West need credit themselves. You should therefore give information about your business. Don't be afraid to let the mercantile agencies have your financial statement. When a statement is refused one of three conclusions is usually reached. Either a man's credit is so good that he does not need to give the statement; or his affairs are in such a bad shape that he wants to keep them in the dark; or else the man has not the wherewithal, or the ability, to prepare the financial statement. The last two conclusions will certainly do much to hurt a man's chance of raising capital."

OUTSTANDING ACCOUNTS APPALLING.

"The retailer," continued Mr. Detchon, "has never taken the right steps to get information regarding his customers. As you know we handle insolvent estates, and we find that the majority of failures are due to the large amount of bills outstanding on the books. The amount of money lost yearly by outstanding accounts is simply appalling. I suppose a certain amount of credit is necessary, but I would keep it down to those who will pay in a reasonable time."

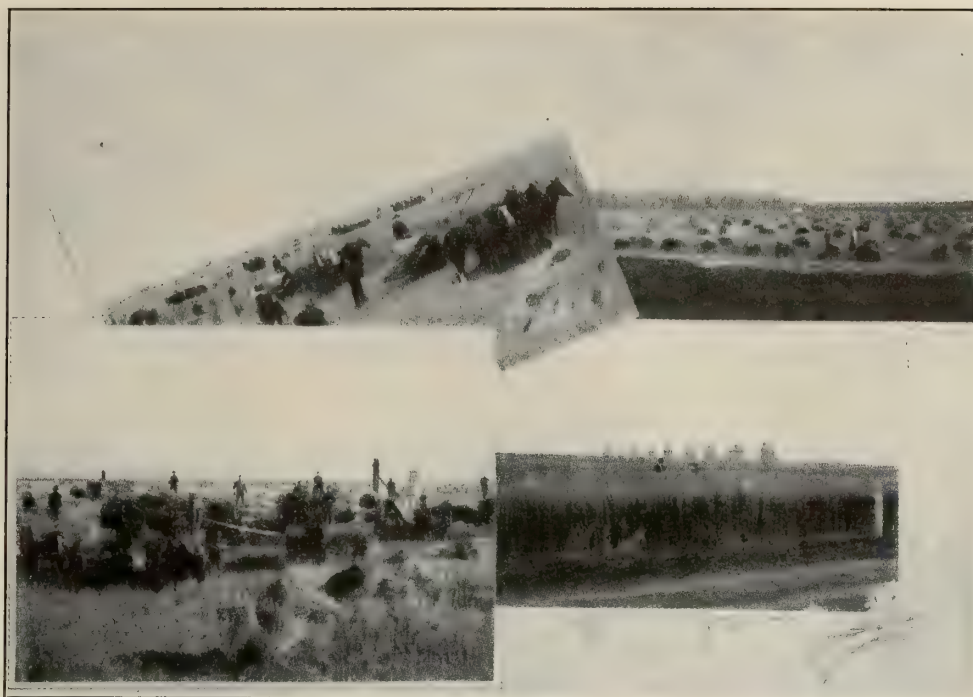
Another reason for insolvency, as given by Mr. Detchon is speculation in real estate. Some of this, he stated, seemed legitimate, yet if a stop is not put to it, action will of necessity be taken in the way of refusing merchants credit.

J. L. S. Hutchinson, of Saskatoon, acting as chairman for the meeting, started the discussion by stating that he has been getting financial statements on his customers for some time. He found the system a splendid one.

THE SLAUGHTER SALE EVIL.

Another question of great interest which arose at this time was that of slaughter sales. "When you take over a store that is insolvent," said Mr. Fields, of Bethuna, "you put this in the hands of the receiver and he starts a cut rate sale. Goods are marketed for half price, anyway, always below cost. People go from the whole district, and all the merchants are hurt. Could not this," he asked, "be avoided?"

"It is one of the great points," said Mr. Detchon, "so far we have not been able to find a remedy for



Harvesting and threshing scenes in the Regina district. A portion of the West from where comes the No. 1 Hard that has made the Prairies famous.

that evil, which undoubtedly exists. It does not seem feasible to dispose of the goods in any place save the locality in which the failure occurred."

AFFECT OF INSURANCE CREDIT.

Speaking on the question of insurance from the dealer's point of view, Mr. Cook, of Moose Jaw, traced the history of insurance from its inception after the great London fire down, to the present time. He pointed out its value in enabling the extension of credit, owing to the stability given, and urged the advisability of placing insurance only with good concerns, of avoiding placing it through personal friends, providing they had not other qualifications. He went into the co-insurance clause, which simply provides that a man keep his insurance up to at least 80 per cent. of his stock, failing which he will receive only a percentage benefit in case of fire—that is, if he had \$10,000 stock and only \$7,000 insurance when a fire came, he would receive $\frac{7}{8}$ of the \$7,000 indemnity.

THE BULK SALES ACT.

It is very seldom that business men have the chance to secure the advice of a skilled attorney free of charge. This opportunity was afforded the delegates Tuesday evening, when Norman MacKenzie, K.C., of Regina, addressed them on the Bulk Sales Act and Commercial Law, and when, after making his address he undertook to answer any enquiries

which might be made. Questions poured in upon Mr. MacKenzie, and from the trend of these it became very evident that the Saskatchewan retailers intended to go before the local house, and if necessary higher, to get some reversions in the law. The question of liens taken for debt was thoroughly thrashed out; the general opinion, apparently being that the law on this point is altogether in favor of the farmer as against the merchant.

The importance of finding out a man's financial position, so that the advisability of extending or refusing him credit might be determined—a subject which had been brought out in a previous session—was dealt with by Mr. MacKenzie. He believed that one of the best ways to determine a man's financial position would be to have certain changes made, which would enable anyone going to the registry office to find what the man owned. Such a privilege, he believed, could be easily secured.

"Our courts," remarked Mr. MacKenzie, "are good up to the time you get a judgment, but you can't collect. Now if you could send out a summons and find out what a man can pay, then judgment could be made providing that a certain sum be handed over to you every month, or that the debtor go to jail. This seems to me a change which might be readily affected. There are nice points to be considered of course. For instance the man might claim that by going to jail he had paid the debt. These things, however, could be arranged.

The Terms of the New Parcels Post Measure

THE ANNOUNCEMENT that a Parcels Post measure had been introduced in the House of Commons and been carried came as a surprise to the commercial interests of Canada.

A few days previous to the introduction of the measure, a dispatch had been sent out from Ottawa and published broadcast that there was every likelihood of the matter being left over until next session. However, the fact that the federal powers intended to act was demonstrated when the Postmaster General, Hon. Mr. Pelletier, introduced the bill in the House. Considerable discussion ensued, the measure finally being carried.

The terms of the new act were briefly explained in last week's issue. It is impossible as yet to explain all details as the Government was not in a position to give out explicit information. Rates have not yet been decided. The only information available is contained in the address of the Postmaster-General in introducing the measure before the House. His speech accordingly is reproduced in full:—

Mr. Pelletier.—The subject matter of this legislation has been under the consideration of the Post Office Department for quite a long time. My officers, as well as myself, have devoted a good deal of time and attention to it, having in view the idea that the time had come for Canada to follow the example of nearly all civilized countries and to have a regular system of parcel post. The bill now before the House is the result of that work; it is short, and speaks for itself. We have now on the statute book legislation which has been there for some time, and which relates to parcel post; this legislation is to be found in the Post Office Act, section 74, I wish to read this section in order to show the committee that the bill which is now under consideration does not contain any provisions exceeding the powers which are now vested in the Postmaster-General of Canada.

The Postmaster-General may establish and maintain a parcel post within Canada, and may arrange with the Government of the United

Local zones have been made to protect retailers from the competition of the mail order houses—Rates have not yet been fixed—Explanation of measure in speech of Postmaster-General delivered in Commons.

Kingdom, any British possession, or any foreign country, for the reciprocal receipt, transmission and delivery of parcels; and closed parcels, other than letters, and not containing letters, may be sent by such parcel post, and when so sent shall be liable to such charges for conveyance and to such regulations as the Postmaster-General, from time to time, sees fit to make.

The Postmaster-General, therefore, now has under the law the right to fix those rates. The bill provides that the weight of the parcel shall not exceed eleven pounds which is the postal union weight, and that it shall not be greater in size than seventy-two inches in length and girth combined. The fourth section provides that all charges for the conveyance of parcel post must be prepaid in postage stamps. Section 5 says:

The rates of postage applicable to post parcels shall be determined by the Postmaster-General, and all powers which the Postmaster-General now has with regard to mail matter are hereby vested in him for the parcel post system.

This, as will be seen is practically a re-enactment of the provisions to be found in section 74 of the



A map showing how the local zone system will work. The zone around Ottawa is here shown. A special rate would apply to all places within the circle.

Mr. Pelletier.—We have thought of that. Somebody has suggested that the farmer who wants to keep his box as it is, and for which he has paid, should himself put a wooden box or something near the other box, where the parcels might be deposited. At all events, we will see what can be done about it. I was very much afraid that our space in the post offices of the country would not be sufficient. Judging by the experience of the United States, we have come to the conclusion that there is no great obstacle there, because even where there is very heavy parcel post matter at different points, it is found that the parcels come and go so quickly that the space required is quite moderate. In certain localities, however, the question of this space will be a very important one, which we will have to deal with between this and the time the bill comes into force.

Another important feature is the arrangement that we shall have to make with the railway companies for the transportation of our parcels. There is now between the Post Office Department and the different railway companies a good deal of discussion, I shall not say friction, about the amount which the railway companies now receive for the transportation of the mails. I may say that the quantity of mail matter which is being taken care of by the different railway companies has increased enormously. This is due not so much to the increase in the number of letters as to the increase in the volumes called newspapers which are published. We have sometimes been obliged to have special cars added in order to take care of that part of the mail matter. Our friends, the owners of the newspapers, are enjoying a rate which I think we can not call a rate, because it is only a nominal price, one-quarter of a cent. It is only in Canada that such a rate exists. We shall try to deal with this question at the same time that we make arrangements with the railway companies for the parcel post. We may be able to come to a satisfactory conclusion on the two points. At one time, these difficulties seemed insuperable—these and others which we have settled, and to which I did not refer. Those which have not been settled will have to be met and dealt with, because Canada is bound to have parcel post. Many suggestions have been made to me, and some people have been very insistent that we should have a flat rate for the parcel post. I must say that I am absolutely opposed to that. I believe it is of absolutely no use to try it.

I am now going to give the House a few reasons which I think will appeal to everyone as business-like. In the first place, it is necessary, in order to protect the country merchants from being swamped by departmental stores and big city concerns, that a route of certain mileage and special rate should be granted from the different towns and villages

throughout the country. It is, therefore, proposed to give a specially low rate for a radius of twenty miles all around said towns or villages, so that goods may be sent from the rural or town merchants to their customers in the surrounding country. This rate will be low so as to make it impossible for it to be applicable for all points within any one province, let alone on anything passing from province to province throughout the Dominion. Therefore, this alone will necessitate two distinct rates, which fact makes against the granting of a flat rate.

The argument has been advanced that inasmuch as Great Britain and other European countries have a flat rate, Canada should have the same thing, but the different conditions existing in Canada as compared with England and other European countries must be pointed out. The British Isles have an area of 121,390 square miles, as opposed to an area in the province of Ontario alone of 260,862 square miles, and as opposed to the Dominion of Canada in its entirety of 3,907,000 square miles, and in this small space, less than half the area of the province of Ontario, there is a population of 44,000,000 of people, as compared with 2,500,000 in the province of Ontario, or roughly speaking, a population of 7,200,000 in the whole Dominion. The conditions are, therefore, entirely different. In England you have thickly congested rural districts, large towns every few miles, and tremendous cities; in Canada you have a population of less than 8,000,000 spread over a vast area, with few cities or large towns, and with vast spaces that must be traversed where no population exists. The conditions in England and other European countries are absolutely favorable to cheap parcel post, whereas in Canada, owing to small population, vast distances and other reasons already pointed out, the conditions at the present time are the least favorable for parcel post that could possibly occur. The United States, where physical conditions, area, etc., are similar to those of Canada, present a much more favorable ground on which to make comparisons, and the United States now, when it has a population of 90,000,000 of people, an immense postal revenue an enormous number of large towns and thickly populated rural districts, in granting this boon to the people has found it necessary to adopt the zone system. If the United States with its immense population and revenue and favorable conditions could not afford to give a flat rate, it would certainly be much more impossible in Canada, where the population is only about one-twelfth that of the United States and the revenue only about one-twentieth, to do other than the United States has done. As a matter of fact, the system which is now being introduced in Canada gives a flat rate within the confines of each province in the Dominion. In other words, we are giving, as compared with that in which England, a flat rate in an area twice as great as Britain gives parcel post, and where all the conditions

present Post Office Act. The bill moreover provides for the appointment of two supervisors or inspectors, who will have to help us to put the law into operation. In the last section of the bill we have provided that the Act shall come into force on a day to be fixed by proclamation of the Governor in Council. This is on the lines of the legislation adopted by the United States, wherein they declared that the law should come into force at a late period; as a matter of fact it came into force on the first day of January of the present year.

We have tried to follow what we have considered to be the best features of the United States system. Other features of that system, while I shall not say that they are bad, have not been adopted, for obvious reasons. We are going to adopt the zone system, but not on the same lines as the system at present in vogue in the United States. In order to be well understood, let me state in a few words how the zone system is working in the United States. There they have eight postal zones, although we may say that they really have nine. What I would call the ninth zone is their rural mail system, to which a special parcel post rate applies. We have been unable to adopt this principle, because our rural system is not sufficiently complete. Their zones have been fixed as follows: The first zone includes all territory within such quadrangle in conjunction with every contiguous quadrangle, representing an area having a mean radial distance of approximately fifty miles from the centre of any given unit of area. The following six zones are determined under a somewhat similar plan, each one increasing in distance from the centre of a given unit of area, and extending outward 150, 300, 600, 1,000, 1,400 and 1,800 miles, the eighth zone including all units of area outside of the seventh. Instead of using townships and counties as units of starting points, it was decided to divide the whole country into block of units, each block being half a degree of longitude east and west. There are 3,500 of these units in the country. This is an admirable but a most complicated system which necessitates a great deal of knowledge and a great deal of work in the part of local postmasters, in order to ascertain what rate shall be charged for this, that or the other parcel.

We have thought it much more convenient to adopt the zone system on an absolutely different footing. Instead of taking any place in the country, as a point around which a certain line shall be drawn to form a zone, we are going to call the provinces the zones, with the exception of the three Maritime provinces, which will be for the purposes of this parcel post system, one province or one zone. The other provinces of Confederation will each form one zone. This, I think, will appeal to the committee as being much more workable and much more easily understood than the complicated zone system

of the United States. We intend to have a local zone, somewhat similar to the rural mail zone of the United States, but not on the same principle. We intend having a twenty-mile zone irrespective of provincial boundaries. For instance, Ottawa and Hull will have a right to enjoy the rate for that local zone irrespective of whether the mail matter is posted in one province or the other. That will be the first zone, and it will be given a cheap rate. This is done in order to give the legitimate dealers and country merchants who have a right to send parcel post to their customers at a lower rate than people farther away, such as Eaton's, of Toronto, and other big departmental stores all over the country. I met a deputation of the Retail Merchants' Association who came here in order to oppose this measure and to try to persuade me that we should not go on with it. After discussing the matter and explaining different points, they went away saying that not only had they no more objection, but that they were satisfied with this bill. This is the only exception in which provincial boundaries will not be considered. Outside of that, there will be a rate within the province, but outside of the twenty miles. The third zone will be outside of the province, and so on until we have reached all the provinces. When we have attained a certain limit, the province of destination will not be counted as a province for the purpose of this bill.

It must be understood that the Post Office Department does not intend to operate the parcel post system at a loss. I want to have it distinctly understood that we intend to run it on business principles. I am sure that we can do that with cheap rates, and at the same time have the system self-sustaining. If I am not disappointed, I think we may proclaim this law for the first of January, 1914, maybe before. There are a great many obstacles which we have tried to meet, and which I think we have met, but there are some in the way. We have to consider the position of our mail carriers, who now receive a certain remuneration for their work, and possibly, if the mail matter which is given them for transportation is very much increased, we may expect to be told that the former rates have ceased to be fair and reasonable, and we may have to increase them.

Another objection in the way is that many of our rural mail boxes are going to be too small for parcel post. This is a big obstacle. We have considered what we would have to do in that respect, and, of course, there are several things to be thought of. The farmer who has a box might be disappointed if he had to purchase a bigger box. We shall have to devise some means to meet that situation.

Mr. Proulx.—The department might do as they do with registered letters—put a notice in the box that there is a parcel.

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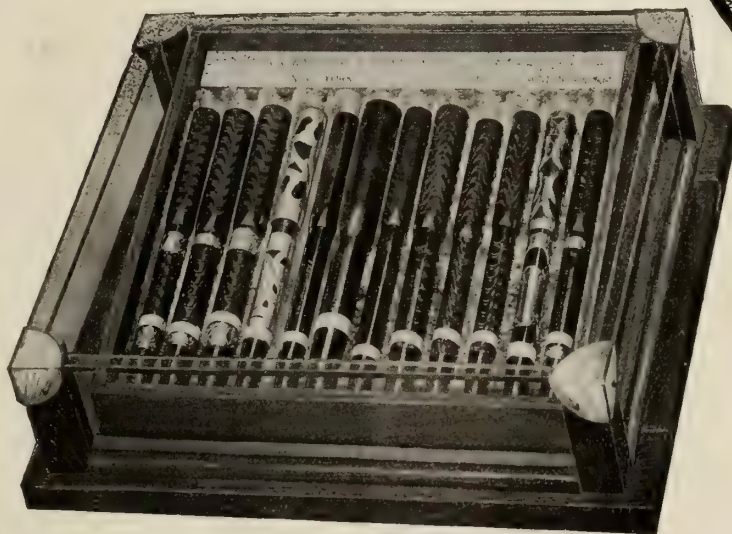
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as regards population, cost of transportation and labor are much less favorable than in Britain.

An argument that is very often used in favor of a flat rate is that letters are carried from the Atlantic to the Pacific at the same rate as is charged for one mile, and that if it is possible to carry letters at a two-cent rate from coast to coast, it would be quite possible to carry parcels at a similar flat rate, and at a much lower charge than is now made. In considering this argument it must be taken into consideration that the price paid for the carriage of letters even at the two-cent rate, is much greater per pound than the price paid on parcels, and to give a flat rate on parcels it would be necessary to have a minimum charge much higher than the public would be prepared to pay and much higher than the charges which it is intended to make. Moreover, the Postmaster-General has the exclusive monopoly of sending letters, and, therefore, gets the carriage of them all; in other words, gets the long as well as the short haul. But this would not be true regarding parcels, as he has in no sense the exclusive monopoly of sending parcels, so that the result would be, if a flat rate were fixed, that it would be quite possible for public carriers other than the post office to get the short and profitable haul by reducing the charges on special distances. It might also be observed that the express companies that have carried on business similar to parcel post for a great many years have never adopted the flat rate system, which they would certainly have done if they had found it to their advantage from a business standpoint.

Australia has two rates—one for each State or province, and the other for the rest of the Commonwealth. The lowest rate is 12 cents or 6d for the first pound, and 6 cents or 3d for each additional pound, within each State. The interstate rate, or the rate outside of the province or State in which a parcel is posted, is 16 cents or 8d for the first pound, and 12 cents or 6d for each additional pound. These rates are much higher than those which we propose to charge, and there is a further limitation in the Australian parcel post, in that no parcel which exceeds 3 pounds in weight will be accepted for transmission to any point in the Commonwealth not served by railway, coach or steamboat. No such restrictions will exist in Canada, but any parcel posted at any point in Canada will be transmitted to any other point where there is communication of any kind whatsoever. In considering parcel post from an Australian standpoint, moreover, it must be remembered that practically they have settlement only about one hundred and fifty miles from the coast in extreme cases, that large portions of their country are unsettled and unpopulated, and that the towns along the coast are served by water rather than by rail or long land routes, which makes possible in Australia a very much cheaper handling of parcels than would

be possible in Canada. The calculation made by the English statistician, Mulhall, some few years ago in regard to the comparative cost of land and sea service showed the cost on the sea to be about one-twenty-ninth of that for railway service.

The express companies make their charges not on a fixed principle throughout the whole country, but on exigency to suit conditions, where there is competition making a lower rate, and where there is no competition making a much higher rate. This is an elasticity which a Government department, such as the post office is, cannot easily indulge in. To illustrate this elasticity in which the express companies indulge in making their rates, the rate between Montreal and Toronto is one dollar a hundred, and between Montreal and Kingston, which lies half-way between the two cities, it is the same. Between Montreal and Pembroke, which is 100 miles shorter, the rate is 25 cents a hundred higher. Similarly, while the rate between Montreal and Quebec is 75 cents a hundred, the rate between Montreal and Three Rivers, which lies half-way between, is also 75 cents.

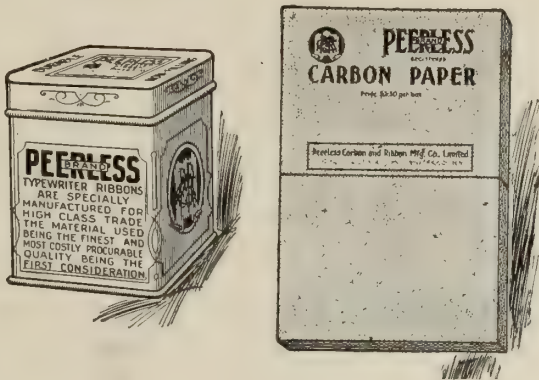
The only countries that can possibly be compared with Canada, owing to similar physical conditions and vast distances, are the United States, Australia and Russia, and in all these countries the zone system has been adopted, after careful consideration. South Africa, which is similar in proportions and physical features, has the merchandise rate of one cent an ounce, the same as in Canada, at the present time.

In order to give a flat rate, a high minimum charge would be required, and as the major portion of all parcels are sent to places within the confines of the province in which they originate, in order to give a comparatively low rate to a few people at a great distance, the interests of the people who are by all odds the greatest in numbers where the short haul would take place, would have to be materially sacrificed.

The last point to which I am going to refer is this: What are the rates going to be? That has not been definitely arranged. We shall arrange it in the simplest and most intelligent way possible. We expect that five or six lines placed in the hands of the local postmaster will explain to him the whole situation. We cannot think of giving this boon to the people of Canada for nothing, or practically nothing; it has to be self-sustaining. I have here comparative statements which have been very carefully prepared in the department, and which show the rates now charged by the express companies in the United States and in Australia, and the present rates upon our fourth-class mail matter, which is the one approaching parcel post. This is a very long, tabulated statement, and I do not propose to take up the time of the House at this late period of the session by reading it.

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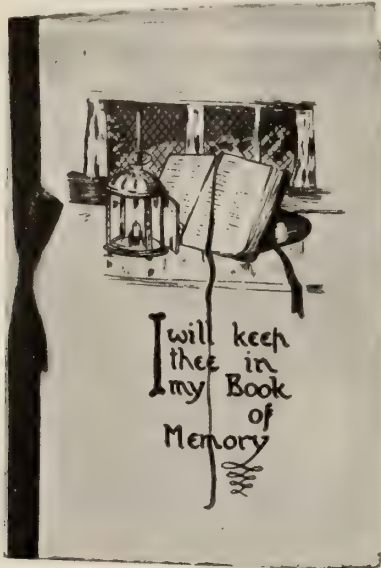
Biggest Year in Personal Christmas Cards

(Continued from Page 15.)

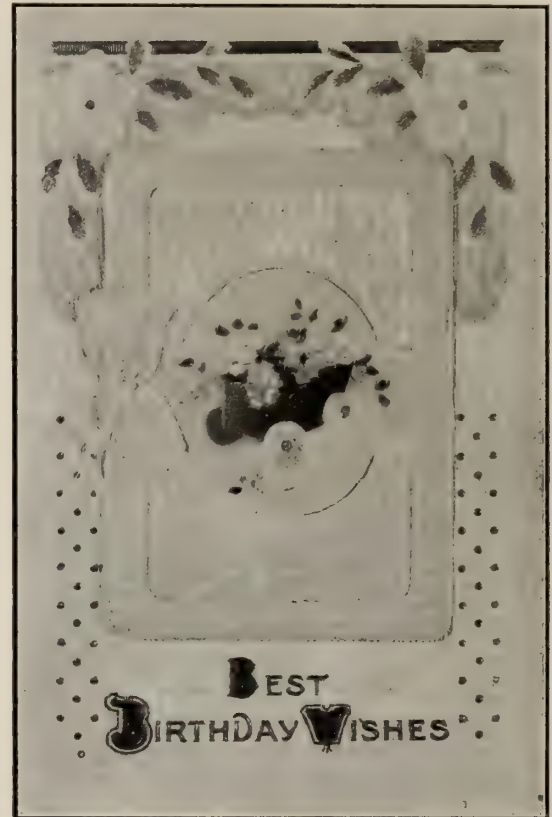
a canvasser who would be able to make enough to pay his laundry bill and that there are a number of towns now where an out-of-town agent would starve in a few days, simply because the local stationer has realized that he has a better chance to get the business than the out-of-town man, and he has got it.

The style and design of greeting cards for the better trade seems to be changing year by year to more

cards to be given to those attending the party by the girl or boy whose birthday is being celebrated. Encouragement of this practice would mean that birthday cards would "go both ways" and consequently there would be a prospect of twice as many being sold. The idea is one worth acting upon. Try it.



This card is steel die embossed on hand-made deckle-edge stock and has an envelope to match with initial on the flap.



Birthday Postcard with Greeting Booklet attached.

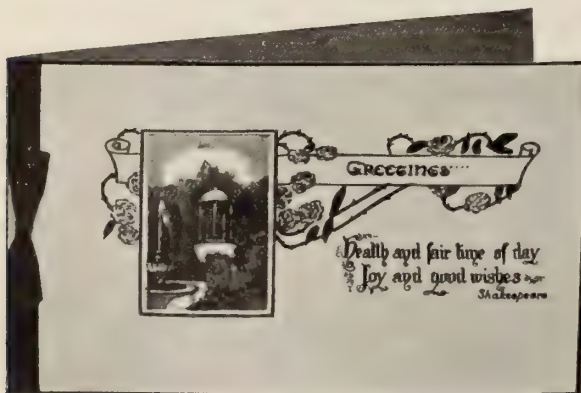
simple and chaste patterns, the use of the engraver's art is taking the place of the more lurid and fancy cards.

To Increase Birthday Card Sales.

Birthday cards have been particularly strong sellers during the past month and indications are that a brisk demand for them will continue, doubtless due to the especially attractive cards now being produced by the different makers. The trade in birthday cards is one that can be wonderfully developed by means of systematic work in directing attention to them. For instance, why

The birthday card illustrated this month is one of the new variety with a booklet attached by a bow of silk ribbon. The booklet contains several pages with decorations and a greeting in verse, the lines contained in the particular card referred to here being:

May the light of love be over you
Always shining bright
As a beacon that will guide
You ever, in the Right;
Memories that are sweetest
Be wakened in your mind,
And always linger in your life
Like old friends true and kind.



This card is enriched by colorings in blue, green and gold and the motto is the one used by Queen Mary on her card last year.

KEY TO ILLUSTRATIONS.

† Group of Christmas Greeting Folders, Page 15, courtesy of Menzies & Co., Toronto.

† Birthday postcard with booklet, page 44, courtesy Pugh Specialty Co., Toronto.

† Personal Christmas Card Folders: "I will keep thee in my book of memory," page 44, "Health and Fair Time of Day," page 44, and Papier Ligné panel, page 15, courtesy of Lyon and James, Toronto.

shouldn't certain varieties be used as favors at children's birthday parties?

A suggestion to this effect on the part of the salesman will frequently mean a sale of a dozen or two



If you are going to handle

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Pure White Sticks Instantly
The Standard Wherever Paste is Sold

Write for Illustrated Catalogue
of full line

SANFORD MFG. CO.

Nos. 531, 532, 533, 534
Qts., Pts., 8-oz., 5-oz.

Chicago

New York



LET THERE BE NO OBSTRUCTION

Present your proposition
for the Canadian Book,
Stationery and Fancy
Goods Dealers clearly
before these Merchants
in their Trade Paper

Bookseller & Stationer

EVERY WORTH-WHILE DEALER READS IT.

They Stop! They Look! They Listen!

Montreal Store's Good Scheme.

By H. C. Lowrey.

Walking along the great retail street in the great metropolis of Montreal I was halted by the sweet strains of one of those old ballads rendered on the piano by an expert player. The night air lent romance and mystery to the rendition. The music seemed to come out of the air—it was everywhere—it reverberated from every corner. Everywhere about me were people listening, looking, wondering. There seemed to be a spell cast over the throngs the minute they stepped in range of those sweet strains. Soon the music ceased and the crowd surged on but quickly the air was again filled with the mysterious music. This time a rollicking popular air captivated the street audience in an instant and again the crowd halted, again it listened—again it wondered, where?

At last with curiosity raised to the breaking point the secret was unfolded and it was so simple yet so wonderful in its captivating power. Just across the street, brilliantly illuminated was the popular Delmar Music Store. On a little gallery just over the open door and in plain view of the passing throngs stood a piano with the back to the window (French style) from which the glass had been removed, thus bringing the back of the piano in direct contact with the outside air. The top of the piano was raised in such a manner as to throw the sound outward. The player used always the loud pedal. A German standing beside me exclaimed "Ach, Gott it is so simple yet so beautiful."

Strolling across the street I entered the store and soon was talking with the genial manager, Fred Scroggie.

"That piano stunt is the best trade getter we ever used. It is a winner and keeps the cash drawer bell ringing continually. We have tried all kinds of schemes, we have advertised extensively, sent out canvassers, employed singers behind the counters, but this plan is the best ever for every person that comes in here now is a purchaser while before we had curiosity seekers. Every person that hears that piano playing stops—listens—looks and sees 'The Delmar Music Store.' If he needs music he comes in and buys, if not the name is so indelibly impressed on his mind that the first time he needs music he thinks of the Delmar and eventually comes here to make his purchases. If any of his friends want music he suggests The Delmar. After hearing that piano he tells his people about it when he gets home and tells his friends. You can just bet that stunt is the best ever."

THE IMPORTANCE OF DRAWING.

Among the arguments recently presented in favor of the teaching of drawing, by David Varon, formerly professor of architecture at the Illinois University, he expressed the opinion that there are moral, national and economic reasons to show that the teaching of drawing should take precedence above other subjects, as algebra, for instance, where the child's mind is compelled to work with abstraction.

Among other things he said:

"From the practical standpoint drawing is necessary to-day more than ever, since farmers are growing more and more industrious. You see them improving not only the soil, but the premises. New ideas bring about changes in stables, barns and in the dwellings. Most of

these changes cannot be done offhand, but have to be carefully studied out on paper. In this way, there arose the necessity of sketching, either mechanical or freehand drawing.

As to girls, there is none to whom drawing is not of importance, if it were only to copy a pattern for a skirt, or to make the slightest ornament for a Sunday dress."

The discussion of questions of this sort and helping in their dissemination cannot fail to benefit the trade.

Recently Copyrighted Music

"It's a Grand Old Life." Words by Wm. Jerome. Music by Jean Schwartz.

"The Ki-I-Youdleing Dog." Words by Irving Berlin. Music by Jean Schwartz.

"How's De Mamma?" Words by Bert Kalmar. Music by Harry Puck.

"Nebraska Homesteader." (A Tale of the 80's). Words by Jas. E. Hancock. Music and Arrangement by Gene Blakesley. E. A. Blakesley, Regina, Saskatchewan.

"Guard While I Sleep." (Words and Music). Composed by Warrington-Neidlinger.

"My Dream Train." Words and Music by Dave Harris.

"My Supplication." (Song). Margaret E. Paul.

"If Niagara Falls Turned Into Beer." (Musical Composition). John Paul and Charles H. Reichert.

"Give Me Some More." (Musical Composition). John Paul and Charles H. Reichert.

"The Pullman Porters on Parade." Words by Ben. G. May. Music by Maurice Abrahams.

"She's the Only One I Love." By John Paul and Charles H. Reichert.

WHY MUSIC PUBLISHERS TAKE TO DRINK.

Dere sir:—I am sending in this letter a poam of twenty-one vearses which i want you to put music to and what is the price. It is called The Dead Lover.

She sat within a winder and a tear stood in her eye,
The bells were toleing sadly as she saw a beer go by.

Whose form lies there she wondered, and whyfore do
I cry,
Why does my heart beet so because that beer is pass-
ing by.

Her lover dere had went away and left her thair to
sigh,

And all the time that solumn beer was going farther by.

Relayed by L. L. L., to B. L. T., in Chicago Tribune.

The satisfied customer is the biggest asset in business. A customer never forgets the price he pays for a poor article.

Sales that fail to satisfy the customer are mistakes and do not pay.

Service commands more patronage and greater profits than anything else.

Satisfaction is a mental process, founded upon knowledge and information.

You may be sure that dark wood in the store will eat up a very large percentage of the light and require a bigger lighting expense to secure satisfactory results.

SHEET MUSIC AND MUSIC BOOKS OF THE BETTER CLASS

We are sole representatives in Canada of the leading English music publishers and carry a very complete stock of standard publications for educational and general use.

NEW SONGS, PIANO MUSIC, VIOLIN and ORGAN MUSIC, ANTHEMS and CHORUSES in great variety. Liberal discounts to the trade.

ANGLO-CANADIAN MUSIC PUBLISHERS ASSOCIATION, Ltd.

ASHDOWN'S MUSIC STORE

144 Victoria Street

TORONTO

"Occasion" Folders

that answer beautifully as "Help Outs" with a bit of dignity that is pleasing, a wording that is in harmony with the occasion—a "Dress" that is fitting to occasion and wording.

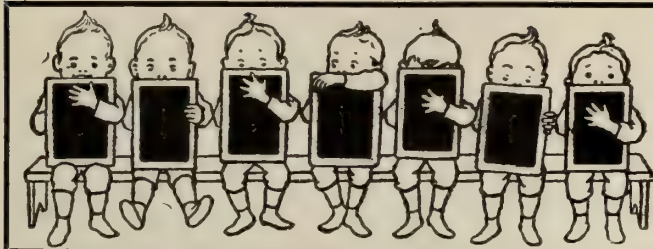
These folders seem to have been planned for "fit ins" for so many different occasions that it's hard to imagine a want that could not be supplied.

Trade prices range from 25c. each down to 80c. dozen. Needless to say, each nifty production is clothed with a fitting envelope—to match.

Many of them ribbon tied—with a general smartness their very own.

Write for a sample assortment.

The Sutcliffe Co. 77 York Street
TORONTO



PRETTY hard to figure profits on cards selling at 10c. a dozen. Why not feature 2 for 5 cards?

Real photo—ideal local views, five views to each thousand, no culls—every card saleable, bigger variety and more profit. Delivery in two weeks. Worth investigating. Sample cards free.

THE PHOTO SPECIALTY CO.

STREETSVILLE

ONTARIO

BOOKS WANTED

One advertisement free to subscribers not in arrears. Free advertisements limited to three titles. Additional titles five cents each.

Ludwig Rosenthal's Bookshop, Hildesgardstr. 14 Munich, Germany:—

Books on Tobacco, Beer, Balloons.

Early printed books. Early illuminated manuscripts.

Carnegie Library, Pittsburg, Pa.:—

W. F. Johnston's "History of the Johnstown Flood."

Chapman's Bookstore, Montreal:—

Statesman's Year Book, 1908, Court of Great Britain, by Sir Herbert Maxwell.

William M. Clemens, 45 William St., N.Y.:—

"History of Waterloo Township" by Eby.

Campion & Co., 1316 Walnut St., Philadelphia:—

"Alaska-Canadian Frontier," by Baleh.

Carson Pirie Scott & Co., Chicago, Ill.:—

"The Pomp of the Lavillettes," by Sir Gilbert Parker.

Condensed Advertisements

COMMISSION AGENT WANTED

TO PAPER AGENTS, WHOLESALE STATIONERS, etc.—A well known and old established firm of English colored paper manufacturers want to appoint a first-class Canadian firm who will take over a stock of these papers and store them for sale on commission as their sole Canadian agents. Apply, with full particulars, at once, to Thomas & Green, Ltd., Woburn, Bucks, England.

SITUATIONS WANTED

WANTED—BY YOUNG MAN WITH BOTH wholesale and retail experience in office supplies and stationery, a position as salesman and window dresser. Best of references. Apply Box 306, Bookseller and Stationer.

YOUNG MAN, AT PRESENT REPRESENTING Toronto house in Eastern Canada, desires change. Either to represent good territory, or as first inside salesman. First-class references, good record. Apply Box 300, Bookseller and Stationer.

YOUNG MAN WITH TEN YEARS' EXPERIENCE wholesale and retail stationery, office, school supply and printing trades, seeks position in Ontario. Experience in Eastern and Western Canada, both as manager and salesman. Best of references. Arthur Stainsby, 166 Montrose Ave., Toronto.

MISCELLANEOUS

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

TO PUBLISHERS OF SUBSCRIPTION books on the instalment system: Messrs. Virtue & Co., of London, will be glad to hear from a good Canadian firm willing to take up and actively push several new books now in course of publication, suitable for the canvassing and instalment trade in Canada. Please write, and also send catalogue of publications to Virtue & Co., 7 City Garden Row, City Road, London, Eng.

A GOOD SELLING SIDE LINE FOR BOOK sellers and stationers. Sample takes up very little room. Address Wyeil, 83 Nassau St., New York.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Co. of Canada, Ltd., office and factory 29 Alice St., Toronto.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Ltd., 129 Bay Street, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted in all classes of business. The Copeland-Chatterson Co., Ltd., Toronto and Ottawa. (tt)

DOUBLE YOUR FLOOR SPACE—AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto.

MUSIC

IS A MONEY MAKER AND BUSINESS GETTER FOR THE BOOKSELLER AND STATIONER

An account with us means the largest and most representative stock in Canada to buy from.

Everything in Sheet Music and Music Books

MUSIC PUBLISHERS

ESTIMATES FURNISHED ON APPLICATION

MUSGRAVE BROS. & DAVIES

PRICES
THE
LOWEST

114-115 Stair Bldg.

Music Publishers, Dealers and Importers

TORONTO, ONT.

SERVICE
THE
BEST

MUSIC

Some of the New Wallpapers

Chintz Designs Popular.

Among the new wallpapers in the Staunton line just completed for the forthcoming season the low-priced papers are featured by ungrounded goods in snappy bright colors, the next grade presenting grounded papers in dainty stripes, tile patterns and florals, many coming with borders that may easily be cut out with pleasing results.

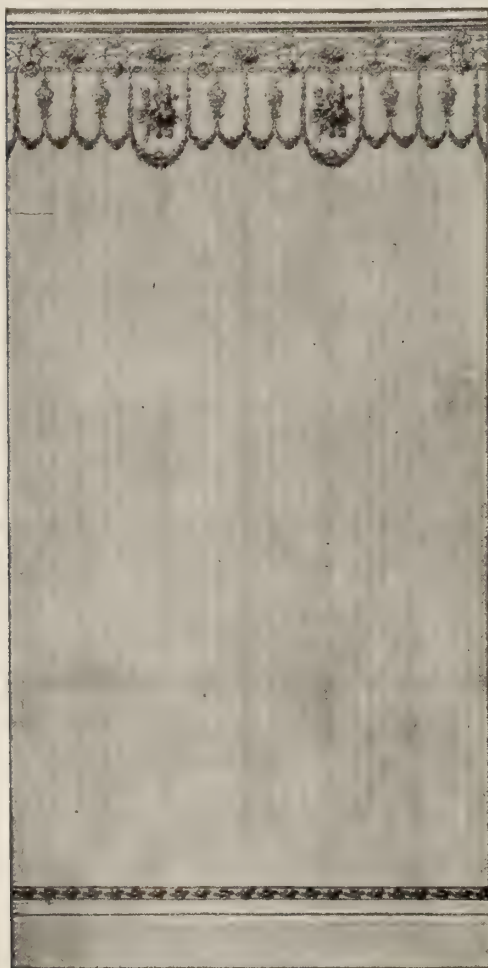
Chintz designs are popular everywhere and constitute one of the features of the year's new productions.

Several effective small designs in two-tone colorings are shown with handsome scenic borders and friezes. The large and attractive range of monotone colorings, or patterns printed in shades of one tone of color only, will appeal to the good taste of those whose trade demands the quieter treatments of decoration.

A very complete line of parlor and dining room papers with gilt embellishment stand forth prominently. There is one pattern which is a replica of an old-time hand-printed stamped gold Wall Paper which adorned the walls of a French chateau over a hundred years ago. Another beautiful pattern is an Adam design with small Wedgewood panels which is colored in excellent taste.

Suitable designs are printed on Ooze and Cordova

adapted for this particular class of goods. A large number of beautiful borders, crown and base decorations, strappings and novelties are made to match the exquisite range of plain oatmeal ingrains. There are a number of corduroy stripes and small figured designs



An effective cut-out border and base trimmer hung over a dainty striped wall paper.



An effective fruit tapestry which is shown panelled with its matching 9-inch border.

printed in flats and on Oatmeals with which these borders may be used with excellent taste.

BRIGHT EXPECTATIONS.

A charming young woman walked into the stationer's shop in a village and asked to see some typewriting paper. After making her selection, she hesitated for a moment. "Do you make any reduction to clergymen?" she enquired.

"Yes," replied the stationer promptly. "Are you a clergyman's wife?"

"No-o," she answered.

"A clergyman's daughter, probably," said the man as he tied up the package.

"No," was the young woman's hesitating answer. "But"—and she leaned over the counter and spoke in a confidential whisper—"if nothing happens, I shall be engaged to a theological student as soon as he comes home from college next term."

Leathers in transparent colors which allow the grain of the leather effect to show distinctly through the coloring matter. There is a fine range of leather shades, many of which are beautifully blended in various colors, and on these are printed patterns which are thoroughly

A rolling stone may gather no moss, but a rolling stock does gather more profit than a stock that turns over just once a year.

Midget Memos

A Winner

"B & P"

Solid Ring Loose Leaf "Reminder"



This is the latest
novelty in
LOOSE LEAF
MEMO BOOKS

Just the Book for the Vest Pocket
Just the Book for the Lady's Hand Bag

*Books are bound in genuine leather,
assorted colors.*

Each book contains faint ruled filler—gilt edges.
Sizes 3 by 2 inches

The special display box is most complete and convenient, occupying but very little space on the showcase or counter. Get a box for your counter, the books will sell themselves.

Boorum & Pease Loose Leaf Book Co.



MAKERS OF

"Standard" and "S & T"
LOOSE LEAF DEVICES

MAIN OFFICE 109-111 Leonard St. New York FACTORIES Brooklyn, N.Y. St. Louis, Mo.

SALESROOMS

109-111 Leonard St., New York Republic Bldg., Chicago, Ill. 220 Devonshire St., Boston, Mass. 4000 Laclede Ave., St. Louis, Mo.

CANADIAN REPRESENTATIVE

Harold F. Ritchie & Co., Ltd., 32 Church Street, Queen City Chambers
TORONTO, ONT.

EST'D 1876

*Odd
Unique
Original*

TALLY CARDS
PLACE CARDS
SCORE PADS FOR ALL GAMES
GREETING CARDS
CONGRATULATION CARDS
BIRTH ANNOUNCEMENTS
CALENDAR PADS
CHRISTMAS CARDS
CHRISTMAS FOLDERS
CALENDAR MOUNTS
PARTY INVITATIONS
INITIAL STATIONERY
DANCE PROGRAMS

CHAS. H. ELLIOTT & CO.
NORTH PHILADELPHIA

CANADIAN
REPRESENTATIVES

A. R.
McDOUGALL
& CO.

42 Adelaide Street West
TORONTO, - ONTARIO

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

One For Every Merchant



No. 216. Detail Adder.



No. 333. Total Adder.



No. 416. Total Adder, Sales-Strip Printer.



No. 452. Total Adder, Receipt and Sales-Strip Printer.



No. 542. Total Adder, Receipt and Sales-Strip Printer, with Separate Departments or Clerk's Adding Wheels.

NO MATTER how large or how small your business is, there is a sort and size of National Cash Register built to serve your particular requirements.

The one for your business will save you money, pay for itself out of part of the money that it saves and insure you more profit.

It will encourage clerks to sell more goods, prevent misunderstandings, and benefit customers.

The prices range from \$30 to \$900.

Tell us how many clerks you employ, and we will furnish you with complete information regarding a register built to meet the particular needs of your store.

The National Cash Register Company

285 Yonge Street, Toronto

Canadian Factory, Toronto



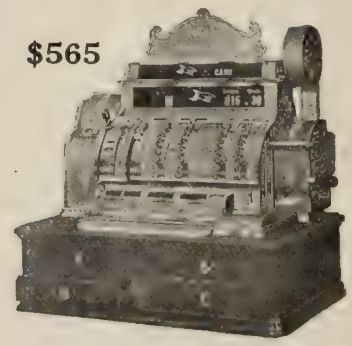
No. 562-6. Total Adder, Receipt and Sales-Strip Printer, with Separate Counters and Drawers for Six Clerks.



No. 598G-EL-9. Counters and Drawers for Nine Clerks. Electrically Operated and Illuminated.



No. 143. Sales-Strip Printer for Cashiers.



No. 572-4. Total Adder, Receipt and Sales-Strip Printer, with Separate Counters and Drawers for Each Clerk.



No. 313. Total Adder.



No. 1023. Drawer Operated.



No. 337. Total Adder.



Fishing for Suckers

with low grade fountain pens at absurdly low prices is not good business building.

We can help you to build properly because every time you sell a

MORTON FOUNTAIN PEN

you will satisfy a customer. Do that and he will continue to buy from you.

Let us tell you how some of Canada's leading stationers are successfully featuring these pens and getting the best possible results out of their fountain pen department.

MADE BY
J. MORTON
NEW YORK

Canadian Agents

MENZIES & CO.,
LIMITED

152 Pearl St., Toronto, Ontario

Christmas Cards, Calendars, Ball
Programmes, Menus, Fancy Card
Blanks, Ball Programme Pencils,
Post Cards, etc., etc.



CAMERAS

SUCCESS AT ONCE

And a Good Amateur Trade established, is what a good many "Ensign" dealers have told us who opened an

Ensign CAMERAS
AND
SUPPLIES

Agency with our "Starting Up Order"

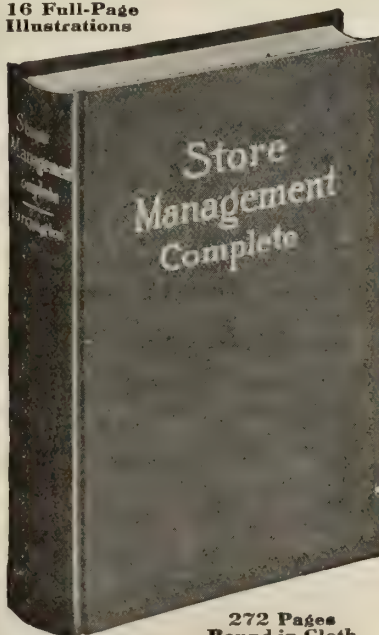
Write Dept. B. for Particulars

THE UNITED PHOTO STORES
Limited

15 ADELAIDE STREET EAST - TORONTO

Store Management—Complete

16 Full-Page
Illustrations



272 Pages
Bound in Cloth

ABSOLUTELY NEW

ANOTHER NEW BOOK

BY
**FRANK
FARRINGTON**

A Companion Book to
**Retail Advertising
Complete**

\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

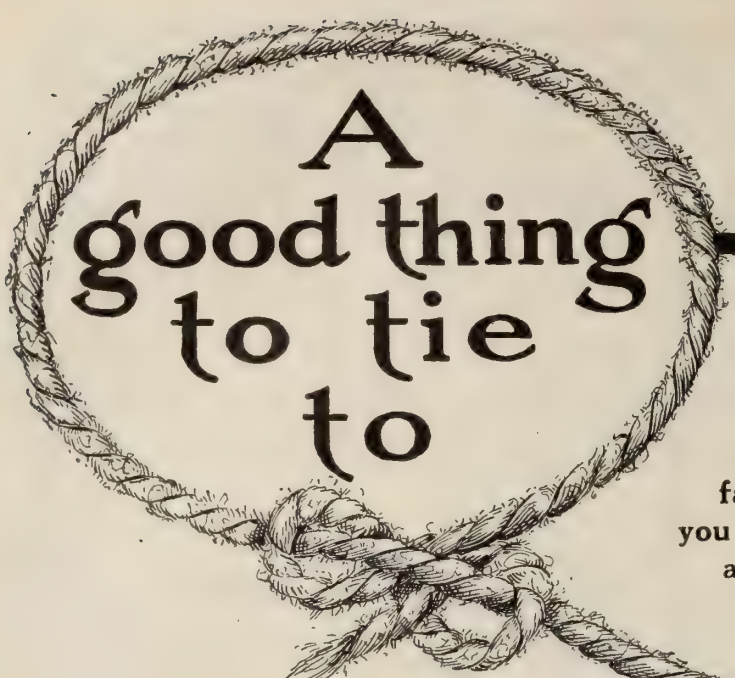
Here is a sample:

**CHAPTER V.—THE
STORE POLICY**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

JUST PUBLISHED

Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO



A
good thing
to tie
to

Do you realize that no matter what stationery fads may come and go you can count on a steady and growing demand for Blaisdell Paper Pencils.

You will find that their sale increases consistently wherever they become known. You will make profitable quantity-sales to any large concern to which you fairly demonstrate their merit and economy. And your enterprise in supplying and introducing this up-to-date feature will tend to bring the best class of trade and new custom to your store.

Remember that there is a *Blaisdell* for every use. Let your customers and the public know that you supply the full *Blaisdell* line. Display *Blaisdell's* in your store. Demonstrate them to your trade. You'll find it pays.

Write us for any particulars you want to know.

Blaisdell Paper Pencil Co.

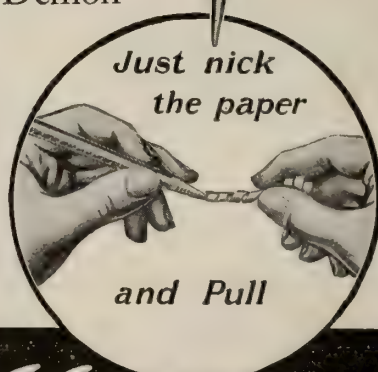
Philadelphia

No whittling

No waiting

No soiled fingers

No broken points



Blaisdell Paper Pencils

STAUNTON'S

NEW WALL PAPERS FOR 1914

THE largest and most comprehensive line
we have ever produced.

The goods themselves fully back up and add
to the reputation this house has established
for making the kind of Wall Paper that the
consumers want and buy.

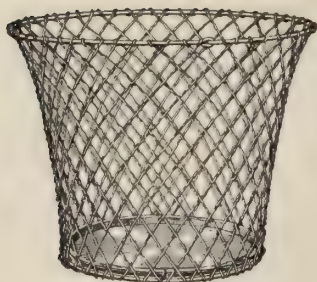
Wait for our salesman, he will visit you soon.

STAUNTONS LIMITED

WALL PAPER MANUFACTURERS

941 Yonge Street

TORONTO, ONT.



Stationers' Wire Goods made in Canada.

"Best quality and prompt shipment"
is our aim. Try one order.

The **ANDROCK** line will mean more
profit. If you haven't written us
about it, do so to-day.

NO DUTY — MORE PROFIT
**THE ANDREWS WIRE WORKS
OF CANADA**
WATFORD - ONTARIO

Stafford's Inks

Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks

Spencerian Steel Pens

Pen Works, Birmingham, England

The standard brand for uniform excellence
in quality of steel and workmanship.
Imported by the leading jobbers of station-
ery in Canada.

Samples to the trade on application to

THE SPENCERIAN PEN CO.
NEW YORK CITY, U. S.

ALBERTYPE Are High Class in Quality
POSTCARDS The Albertype Co.
250 Adams St., Brooklyn, N. Y.

The Dalton Royal Auction Bridge Pad

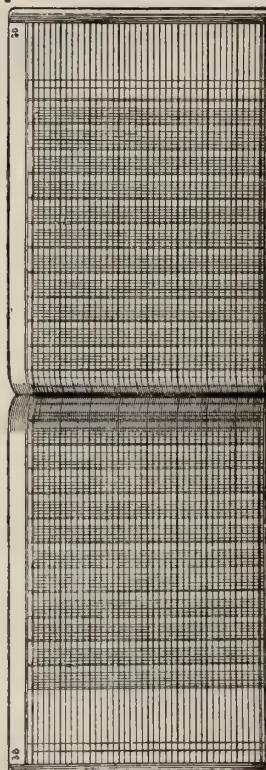
Best Made

New Count on Every Sheet 15 cts. Retail

Discount to Dealers Only

WYCIL & CO. - 83 Nassau St., New York

COLUMNAR BOOKS



Before the intro-
duction of Colum-
nar Books, it was
customary for firms
to have blank books ruled
and bound up to order, thus
meeting their special book-
keeping requirements. This
was expensive and not always
satisfactory. Natural Colum-
nar books were designed to
supply just this demand, and
dealers who have introduced
these books to their trade
have built up a fine business
on an entirely new line
orders which previously went
to the job binderies. The
National Columnar Books are
attractively and substantially
bound with black cloth sides,
American Russia backs and
corners, and green edges.
They are made in seven sizes,
containing from 100 to 300
pages. They may be had with
2, 3, 4, 5, 6, 8, 10, 12, 18 or 24
columns. Various weights of
Saxon Record paper are used
in these books, with the ex-
ception of No. 785, which con-
tains 28-pound Kenmoor
paper.

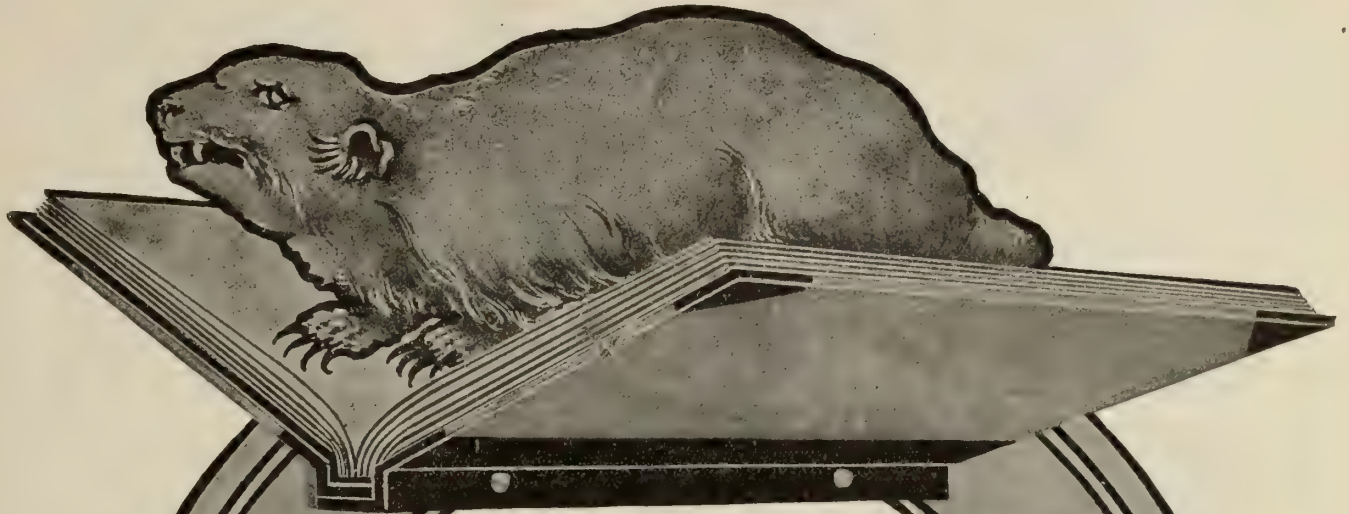
Every bookkeeping system
needs some of these books.

You Should Sell National
Columnar Books.

**NATIONAL
BLANK BOOK
CO.**

HOLYOKE, MASS.

The Badger In Canada



WE take pleasure
in announcing to our
Canadian trade and dealers in general,
the establishment of a Canadian plant for
the manufacture and sale of the famous

Badger Line Loose-Leaf Devices

The location of our Canadian factory and General offices will be Walkerville, Ont. Inability to give the service we wish and to cope with conditions due to the phenomenal increase of our Canadian patronage, prompted the project we have undertaken. The Walkerville plant will manufacture a complete line of Badger Loose-Leaf Devices. The trade are assured of the same reliable goods and efficient service that have always characterized the Badger Line, as the man in charge of our new plant is a practical man, born and reared in the business and thoroughly versed in matters Loose-Leaf. The Badger Loose-Leaf Line carries with it an absolute guarantee.

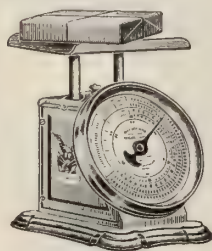
THE HEINN COMPANY

Factory and General Offices: WALKERVILLE, ONT

**Don't
Guess!**



"Pelouze" Postal Scales
are scientifically made. They
show exact weight in ounces,
also cost in cents on all classes of mail matter.



Mail and Exp. 16 lbs.
Commercial. 12 lbs.
U. S. 4 lbs.
Victor 1½ lbs.

Banks and large business houses
use "Pelouze" Scales because
of their accuracy, reliability and
durability.

Made in several styles.

Ask for a "Pelouze" Scale

For Sale by the Best Dealers

Order through your Jobber

Pelouze Manufacturing Co.
232-242 E. Ohio Street
CHICAGO

National 4 lbs.
Union 2½ lbs.
Columbian 2 lbs.
Star 1 lb.
Crescent 1 lb.

HIGGINS' TAURINE MUCILAGE



THE demand for a clean,
tenacious and pure mucilage,
secure against the
corrosive influences affecting
the average product in this line,
induced us to put upon the
market Higgins' Taurine Mucilage.
It avoids the defects of
the cheap and nasty dextrine
and the dear and dirty gum
mucilages. It is stronger,
catches quicker and dries more
rapidly than any other mucilage,
and is perfectly clear, clean,
non-corrosive, non-sedimentary
and pleasant to sight and scent.

It is put up in both bottles and
safety shipping cans, and will be found not only
convenient for use, but entirely satisfactory so far
as its working qualities are concerned. It will
please your trade.

HIGGINS' AMERICAN DRAWING INKS
BLACKS AND COLORS
The Standard Liquid Drawing Inks of the World

CHAS. M. HIGGINS & CO., Manufacturers
NEW YORK CHICAGO LONDON
Main Office and Factory, BROOKLYN, N.Y., U.S.A.



Dennison's
TRADE MARK

Crepe Paper Goods for the Summer Season

MAKE MID-SUMMER BUSINESS AS
PROFITABLE AS WINTER TRADE

Three New Items of Particular Interest

Fast Color Napkins in Glassine Envelopes

The most attractive, convenient and hygienic put-up
ever shown. The new package occupies less space,
eliminates waste and preserves the freshness of
the merchandise.

Crepe Paper Towels

Made of a quality and absorbency unequalled in a
paper product. Sold in three put-ups to accommo-
date all customers. Booklet sent upon request.

Lunch Sets

In new designs that sell because they are
correct in purpose, put-up and price.

Dennison Manufacturing Co.

THE TAG MAKERS

BOSTON NEW YORK PHILADELPHIA CHICAGO ST. LOUIS
LONDON BERLIN BUENOS AIRES
TORONTO, 160 RICHMOND STREET, WEST

WINNIPEG NEWS COMPANY, LIMITED

56 Albert Street ∴ Winnipeg

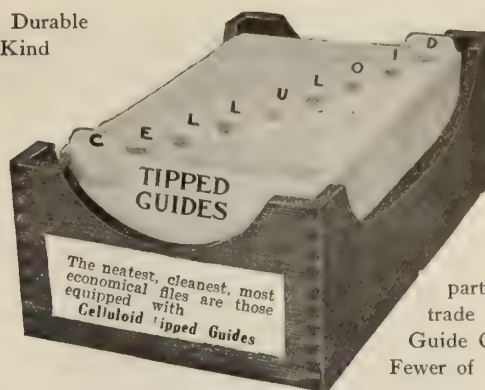
¶ WHOLESALE BOOKSELLERS,
NEWS DEALERS and GENERAL
DISTRIBUTORS OF ENGLISH
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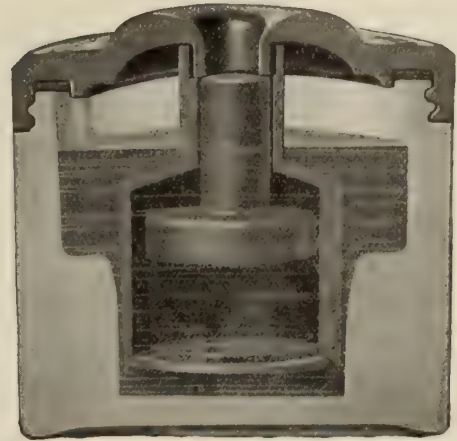
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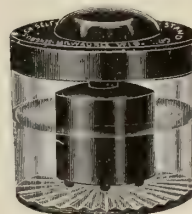
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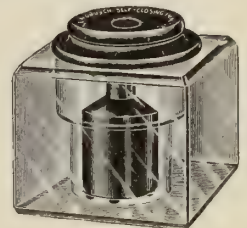
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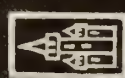
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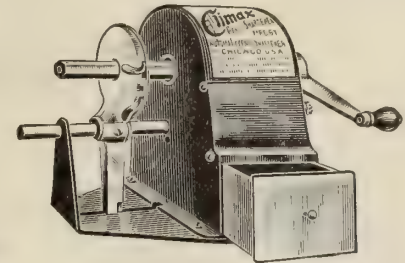
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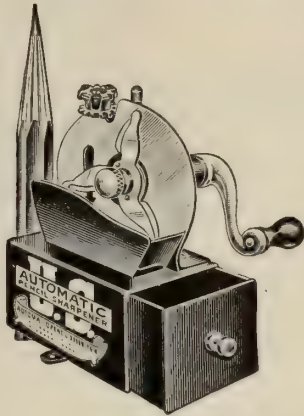
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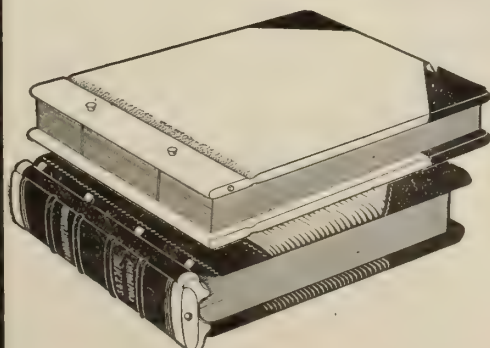
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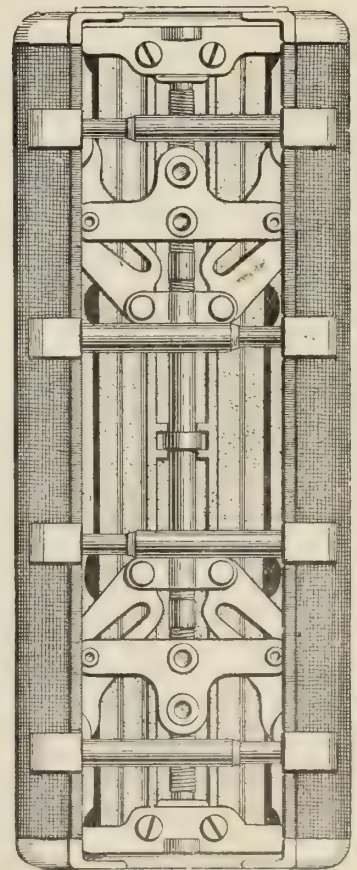
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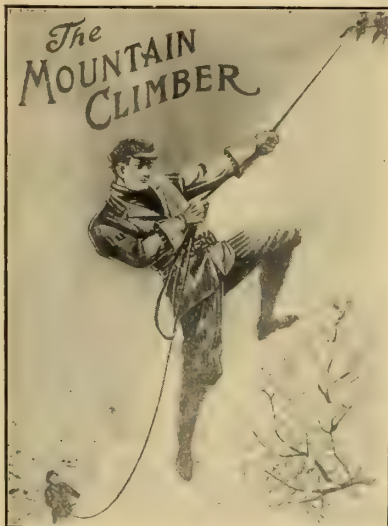
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OUR TRAVELERS ARE OUT WITH THEM NOW, TAKING
ORDERS FOR JUNE AND JULY SHIPMENTS.

Sample Rooms—
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W. J. Gage & Co., Limited
Manufacturing Stationers
Toronto, - Ontario



No. 0538 45 per gr. No. 0591 50 per gr. No. 0551 45 per gr. No. 0547 40 per gr. No. 0600 35 per gr. No. 0544 45 per gr.

Do you see larger profits in these pens at the prices marked?

Note carefully the designs pictured and it will be seen that they conform to the lines of other well known standard pens—in fact they are an exact replica and there is an additional profit of 25% to 75% in profit for you—and this profit is yours for the effort of ordering because the Wm. Mitchell pen is as good as can be produced—we have found this out from long experience.

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is saving money, time and trouble
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containing the very latest ideas in
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Are you on our mailing list?

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SUCCESS indicates that advantage
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Our success is largely due to taking
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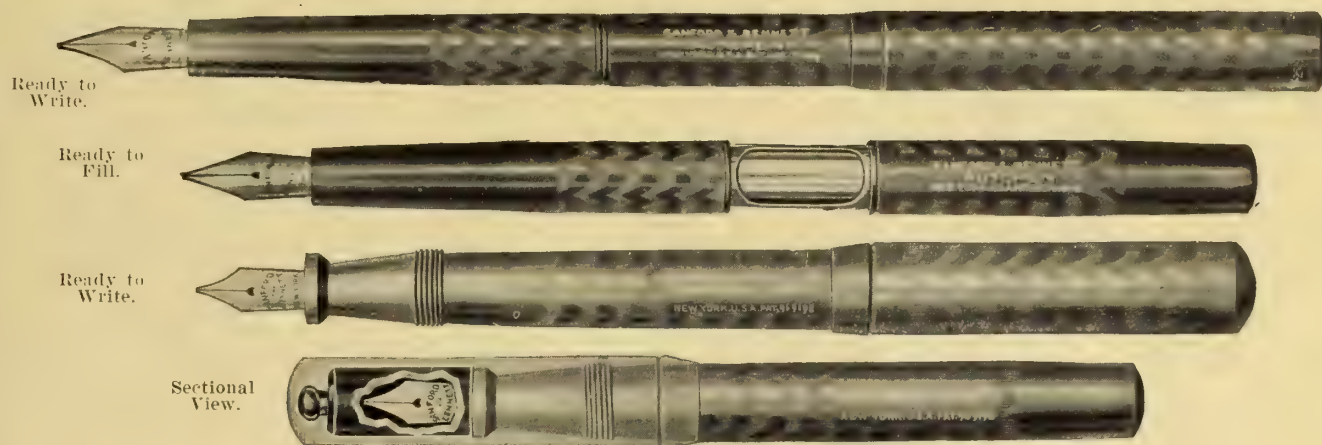
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VOL. XXIX.

PUBLICATION OFFICE: TORONTO, AUGUST, 1913

No. 8



SANFORD & BENNETT Fountain Pens

are distinctly high-grade and give the dealer who handles them a corresponding standing. They

Are Made on Honor

in the Sanford & Bennett factory and are not like any other pens—simply an assembled mass of odd parts—

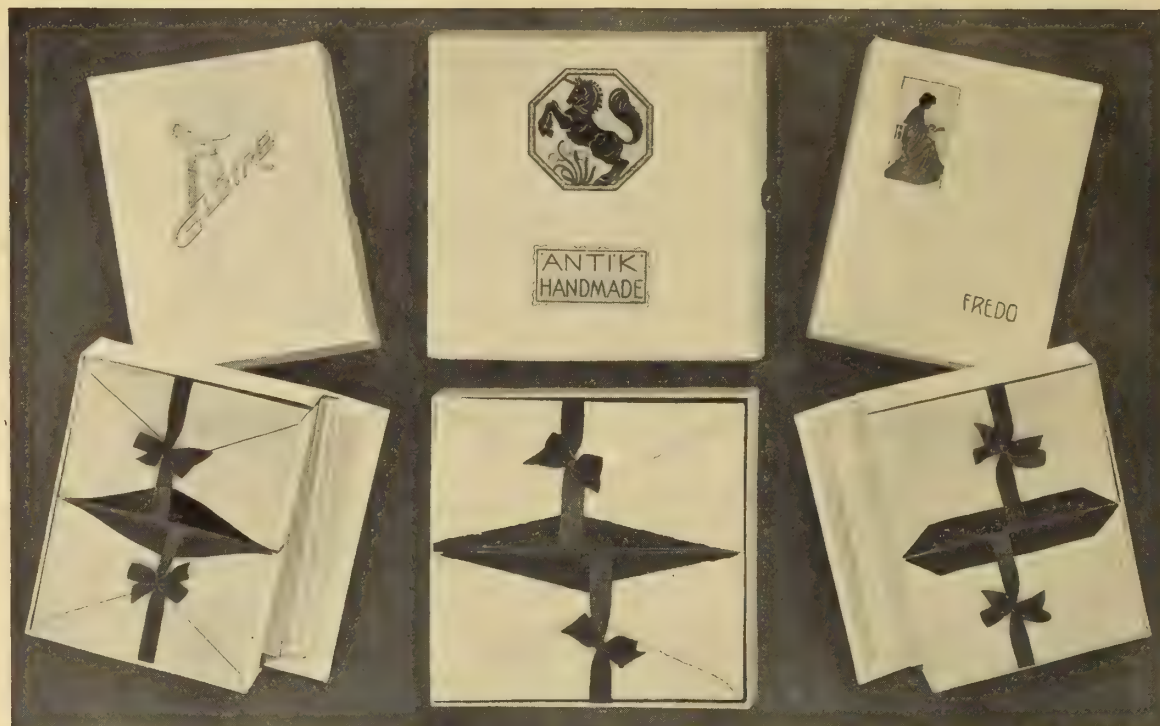
They “Deliver the Goods”

Because :- The business end—the pen point—is made by hand from the very best possible material.
The barrel is lathe-turned and not made from a plugged rubber cylinder.
The self-filling device works perfectly.
They never leak.
They always write.

Write for Prices and Discounts.

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What is New in Stationery?



These very latest Novelties from Europe in Writing Paper have a distinctive mark of refinement and individuality. The envelopes are lined with a very thin colored tissue, such as pink, blue, purple, or gold bronze, and surely will please your customers who are looking for something new and up to date.

We have made up a few sets of samples, as list—all different—no two alike—just to introduce the line to quick buyers:

Sample Assortment.

No. 2000	Gloire—White, Gray lined	1-12 doz. at 3.75	.31
2001	Gloire—Blue, Blue lined	1-12 doz. at 3.75	.32
2002	Gloire—Mauve, Purple lined	1-12 doz. at 3.75	.31
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2005	Mourning—Cards	1-12 doz. at 3.75	.31
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2008	Antik—Handmade	1-12 doz. at 8.00	.67
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2010	Baronnes—Mauve, Fancy, lined	1-12 doz. at 6.00	.50
2011	Fredo—Fancy, White, Purple lined	1-12 doz. at 4.00	.34
2012	Secreto—White, Gold lined	1-12 doz. at 3.60	.36
2013	Secreto—Gray, Gold lined	1-12 doz. at 3.60	.30
2014	Secreto—Large, White, Gold lined	1-12 doz. at 4.00	.33
2015	Secreto—Large, Gray, Gold lined	1-12 doz. at 4.00	.34
2016	Samos—5 colors	1-12 doz. at 3.25	.27
2017	Intransparin	1-12 doz. at 2.25	.19
			<hr/> 6.55

All the above for \$6.00.

SEND US INSTRUCTIONS TO SHIP YOU THIS SET OF SAMPLES AT ONCE.

WARWICK BROS. & RUTTER, LIMITED

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GOODALL'S ENGLISH PLAYING CARDS

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See that your stock includes these new issues. Feature them in your window and counter displays and they will create extra sales for you and liven up things generally in the Playing Card branch of your business.

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SOCIETY**

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SALON**

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Ask Your Jobber
for Prices

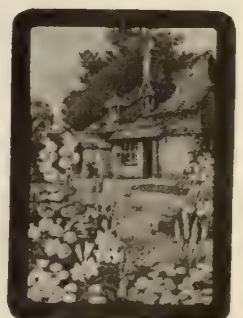


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AUBREY O. HURST

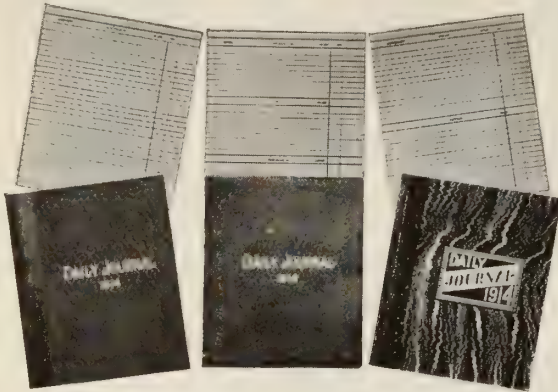
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24 SCOTT STREET :: TORONTO



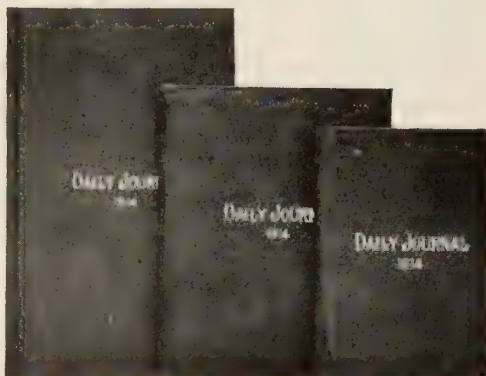
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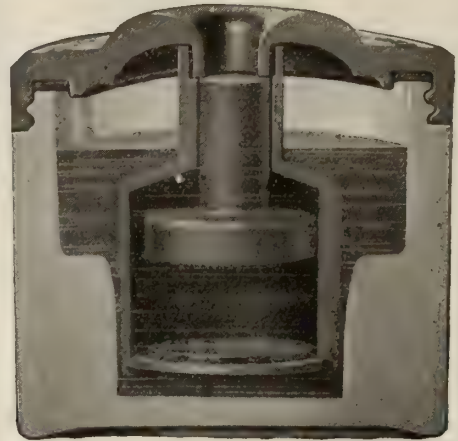
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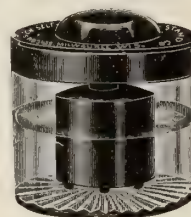
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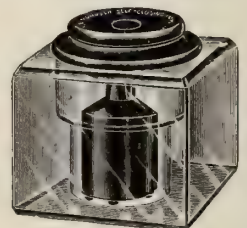
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Beautiful Studies of Young People in Fancy Oval Borders, framed effect.

CHILDREN'S STUDIES

In sepia effect deckled edge cards.

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Highly artistic subjects. A choice selection of photographic art.

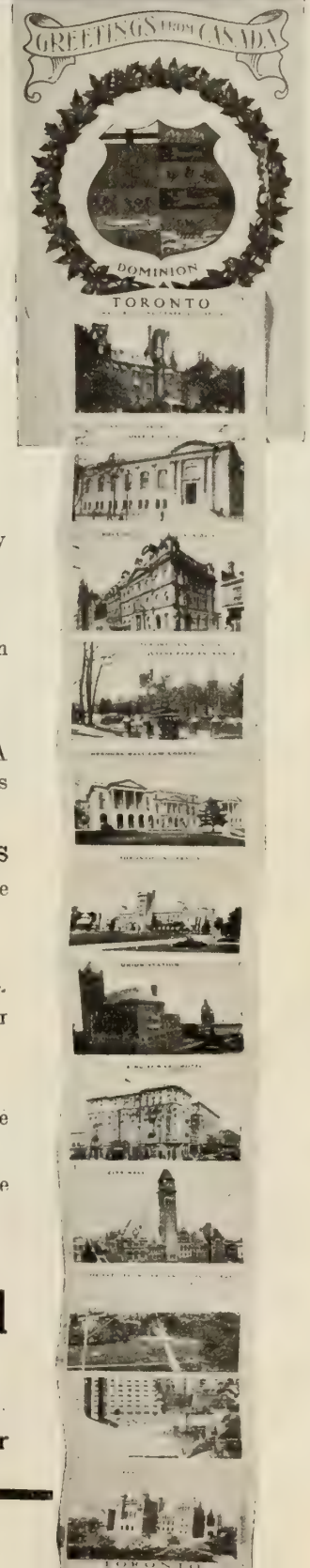
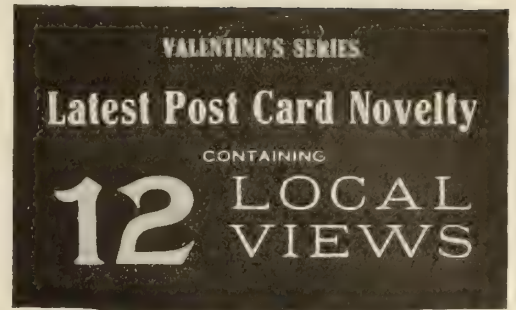
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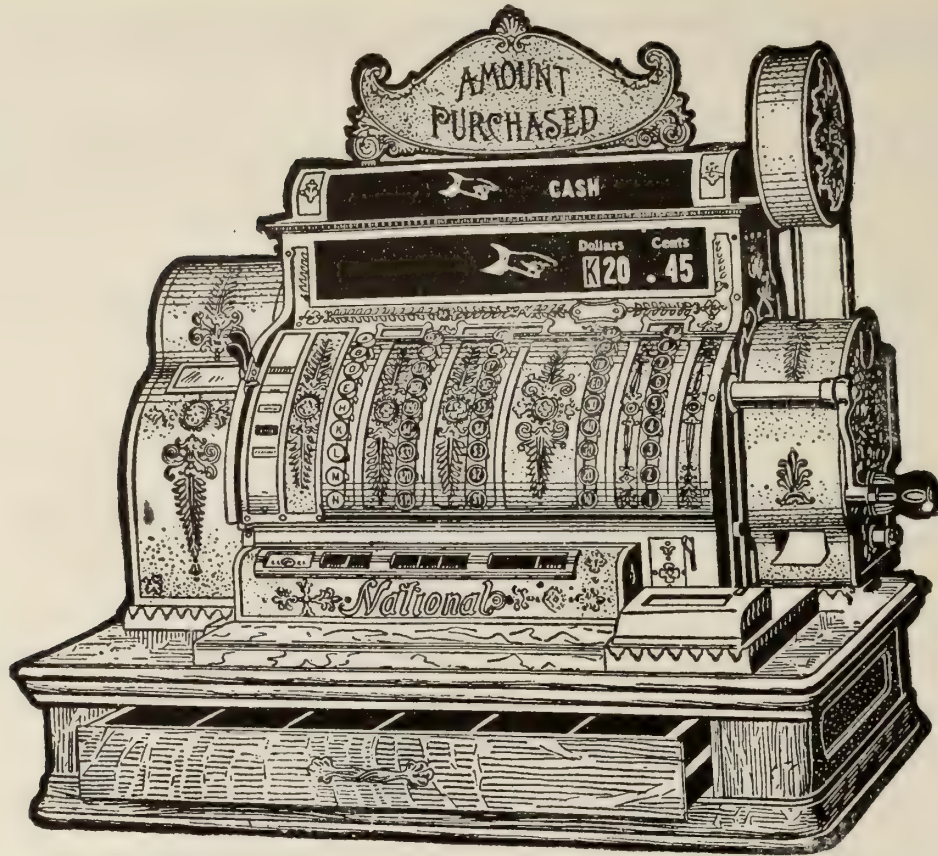
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MENZIES AND COMPANY, LIMITED

152-154 PEARL STREET, TORONTO

Sole Canadian Agents:

E. W. SAVORY LTD., Bristol, Eng.
DORENDORFF & CO., London, Eng.
THOMPSON ART CO., Portland

LYONS INK, LTD., Manchester
DUDLEY CHASE, Boston
MORTON FOUNTAIN PEN CO., New York, etc.

Mainly About Ourselves

GENESIS OF RESULTS.

Speaking to one of Bookseller and Stationer's representatives of the value of the trade paper to the retailer, Alex. Stewart of Fort William referred to the advertisement of a New York firm selling supplies for making rubber stamps which appeared in Bookseller and Stationer several years ago. That advertisement was responsible for Mr. Stewart's first order and his orders have followed at regular intervals ever since. This is an element to be kept in mind in considering the advertising question. It is not only the replies and orders placed immediately following the appearance of an advertisement that must be included in estimating the value of that advertisement. Oftentimes the greater measure of the results are embraced in the subsequent orders, repeated again and again, year after year, so that the frequent experience is that one single reply, leading to the opening of an account repays the outlay many times over because of the aggregate business brought to the concern by reason of that first reply to that particular advertisement.

Wellington and Ward, the camera and photographic supply house, who have resumed advertising in Bookseller and Stationer, used three quarter page advertisements in Bookseller and Stationer in the spring of 1913. As the result of those three advertisements, the firm opened seven new accounts, thus illustrating in a most effective manner the value of Bookseller and Stationer to the trade in general. Those dealers were benefited certainly, otherwise they wouldn't have begun doing business with the firm, and the opening of new accounts is a particularly good variety of results from advertising, consequently the benefit gained by the advertiser is obvious. That element of mutual advantage is the mainspring of the whole situation. In a country of the extent of Canada

even the largest concerns have not sufficient traveling salesmen to cover the field either as often or as completely as they would like to be able to do. The trade paper again steps into the breach! The regular issues of Bookseller and Stationer carry the messages of the wholesalers to nearly all the book and stationery merchants everywhere in Canada, oftentimes leading to the beginning of business proving profitable to both the buyers and the sellers and most effectively supporting the work of the travelers themselves.

The careful reading of Bookseller and Stationer is looked upon by the most able merchants as one of their important duties in intelligently conducting their business along progressive lines.



THEY KNOW ITS VALUE.

"Would not do without Bookseller and Stationer on any consideration."

This was the significant statement contained in a recent letter to Bookseller and Stationer from a live concern who have adopted effective methods and do not restrict their efforts to inside work. They go out after business and a recently issued business card is made to do additional publicity work by a list of goods handled printed on the back. The list is as follows:

Office furniture, filing devices, loose leaf ledgers, loose leaf binders, blank books, columnar books, counter sales books, legal forms, inks and mucilage, "Sterling" fountain pens, drawing materials and surveying instruments, typewriters, typewriter papers, carbon papers, ribbons, erasers, oil, printing, embossing, ruling, binding.

It will be observed that this concern is alive to the opportunities of handling lines which some of the more conservative stationers have not as yet taken up. This applies particularly to typewriters and printing.

81 YEARS AGO

Henry Stephens invented an ink with the colour-matter in perfect solution & therefore fluid and pleasant to write with.

TO DAY with numberless improvements — the result of experience —

Stephens' Ink

is by far the most fluid and reliable ink in the world.

W. G. M. SHEPHERD, MONTREAL, SOLE AGENT FOR CANADA.

Any of the following Wholesale Stationers will be glad to supply you:

McFarlane, Son & Hodgson, Limited, Montreal
Brown Bros., Limited, - - - - Toronto
Buntin, Gillies & Co., Limited, - Hamilton
Clark Bros. & Co., Limited, - - Winnipeg

Smith, Davidson & Wright, Limited, Vancouver
J. & A. McMillan, - - - - St. John, N.B.
Barnes & Co., Limited, - - - St. John, N.B.
A. & W. McKinlay, Limited, - Halifax, N.S.

Current News of the Stationery Trade

The Coming Convention.

Organization is a live question in Canada among merchants connected with the various branches of the book, stationery and allied trades.

The commercial stationers at Montreal have organized and will bend their efforts to have local associations formed in other cities to be followed by the organization of a national association for Canada on the lines of the National Association of Stationers and Manufacturers of the United States which has been such a wonderful force of trade betterment across the line, benefits which have been reflected in this country as well.

On Wednesday and Thursday, August 27th and 28th, another meeting of Ontario booksellers and stationers will be held in Toronto, in the board room of the Retail Merchants' Association of Canada, at 20 Richmond Street West, opening at 10 a.m. on the 27th inst.

The questions to be taken up vitally affect the interests of the book and stationery retailers and it depends upon these merchants themselves as to whether this organization movement is to be a success or not. It is true that there have been some abortive efforts in this direction in recent years but for a merchant to take the stand that the failures of past presage nothing but similar results in the case of further efforts, is to stand in his own light and to block the way for the much to be desired realization of a strong trade organization, which all will admit, could be the means of effecting needed reforms and of materially furthering the interests and well-being of the trade.

It is particularly advisable that the merchants should come forward with suggestions for positive work—ideas that may be crystallized and put into motion to promote co-operation toward the desired end of enabling booksellers and stationers to do a more profitable business.

Secretary Trowern is sending out calls to all the Ontario booksellers and stationers for the gathering on August 27th and 28th and the fact of these dates falling in the first week of the Toronto Exhibition gives promise of a large attendance. Single fare railroad rates will be in force and it comes at the time when the final buying in readiness for school opening will be done, so circumstances are particularly favorable.

Make it a duty. Be present at the opening session so as to ensure a successful result. You will be helping the trade in general and yourself in particular.



Montreal Stationers Have Organized.

Montreal, July 21.—The formation of the Montreal Stationers' Association was commenced during the week of July 14.

A meeting was held at the Montreal Club and was attended by members of the leading firms for the purpose of discussing the advisability of organizing a stationers' association.

There was no discussion. The prompt and complete response to the call showed a readiness for doing something that changed the object of the meeting to that of temporary organization at once.

The result was the appointing of an executive committee to form a temporary organization to draft a constitution and by-laws to be submitted for adoption at a later date.

The Executive Committee is as follows:

Charles S. J. Phillips, of Morton Phillips & Co.; Charles F. Dawson, of Charles F. Dawson Ltd.; Emilien Daust, of Librarie Beauchemin; Alphonse Granger, of Granger Freres; O. W. Barwick and Joseph Fortier, with Mr. Phillips as chairman and Mr. Daust as secretary.

The formation of the local association will go forward at once but it is hoped that the future will see stationers' associations formed in all the Canadian cities that will eventually join forces and form what will be known as The Canadian Association of Stationers and Manufacturers.

While the new association will be controlled by the retail dealer all kindred lines in the stationery trade will be permitted to join the forces which are to operate for friendship and the general good of the trade.



About Men and Affairs.

Walter Shaw, representing the stationery house of Castell Bros., Ltd., of London, England, spent 10 days in Toronto on his way to the West. Business conditions seemed very satisfactory, he said. Mr. Shaw is making his



WALTER SHAW.

second round-the-world trip. He touches every continent and covers between 50,000 and 55,000 miles each trip. He was travelling in China at the time of the revolution, and had some exciting experiences. He attributes the success of his house to the persistent efforts in adapting the lines to the market requirements, and to their service. His next visit to Canada will be in 1915.

One of the biggest of recent real estate deals put through in Toronto was the sale of Brown Brothers' four-storey building at 51-53 Wellington Street East. H. H. Williams of Toronto, acting for a syndicate of English financiers, was the purchaser, the price being \$225,000.

Following the sale of this building, Brown Brothers bought the Rolph & Clark four storey house, at the corner of Adelaide West, Simcoe and Pearl Streets. This structure is of red pressed brick and contains double the amount of floor space of the Wellington street building, all of which will be occupied by the Brown Brothers. Unless unforeseen circumstances develop, it is expected that they will occupy the new building in September, after Rolph & Clark have taken possession of their new home on Carlaw avenue in the east end of the city, now in the course of construction.

It is interesting to note the progress which the firm of Brown Brothers has made since its establishment in Newcastle, England, in 1830. The founder was T. Brown who conducted the business there until 1846, when it was transferred to Toronto and carried on here on a modest scale, fortune smiled and the business grew rapidly. In 1866, they moved to 66 King Street east, where they occupied two floors of a four-storey building and in 1890 their commodious four-storey building was completed. They occupied this until the time of the Toronto fire in April, 1904, when this among many other buildings was consumed by the flames. Work was immediately begun on the new building which was completed late that year and which the firm has since occupied.

Richard Brown of Brown Brothers is holidaying in Muskoka.

Warwick Brothers and Rutter are erecting a big addition to their building at 401 King street west.

Robert Carswell, of The Carswell Company, Mrs. Carswell and daughter, are spending the summer months in England.

George C. Robinson of John Dickinson & Company, Montreal, called on the trade in Toronto during the week of July 14th.

G. S. Kaquith of the sales staff of Brown Brothers has returned from a two months' trip through the Canadian West to the Coast.

A. Reed, manager of the Copp, Clark Company's stationery department, Mrs. Reed and family, are summering at Jackson's Point, Ont.

The Wilson Stationery Co., 72 King West, Toronto, has obtained a five-year lease on a store farther west on the same street, near York street.

A new series of high class society correspondence paper is about to be issued by The Copp, Clark Company. It is a deckle edged paper of kid finish.

W. B. Clarke, formerly with the Stationers' Loose Leaf Company of Milwaukee, Wis., has joined The Samuel C. Tatum Company, succeeding M. S. Dimmitt.

G. E. Roden, manager of Brown Brothers' stationery department, has returned from a business trip to New York and Philadelphia and while in the latter city inspected the Esterbrook Steel Pen Company's magnificent pen plant at Camden.

It is expected that the new general catalogue about to be issued by The Copp, Clark Company will be in the hands of the trade in September. It contains about 400 pages, limp covered and is properly illustrated. Sales Manager Hay says it is "the last word in stationery catalogues."

Tom Longboat, the famous Indian runner, is now a full fledged retail stationer. The "Big Chief" who has been on the warpath for some permanent business to settle down in after his running days are over, has started a

stationery and newspaper business at 1554 Queen Street West, Toronto.

Holland Bros. have purchased the stationery store and china shop at 856 College St., Toronto, formerly conducted under the name of the United Stationery and China Shop.

W. R. Clarke, of the Samuel Tatum Company, will visit Montreal, Quebec, and other Canadian and Central U.S. cities before proceeding to Chicago which will in future be his headquarters representing that concern.

The Lowe-Martin Co., Limited, of Ottawa, manufacturers of loose leaf systems, who were burned out in February, have commenced operations on a new building of five storeys and basement on Nepean Street. Meanwhile, the business is being carried on at 138 Bank street.

President S. E. Hilles, of the Samuel Tatum Company, left recently on a holiday trip to New York and other Eastern points, his programme including a short ocean trip. W. T. Hilles is home on a year's furlough from the University of the Philippines, accompanied by his wife. He will divide his time between visiting his father, S. E. Hilles, and relatives of Mrs. Hilles, who live in Springfield, Mass. Mr. Hilles was formerly New York representative of the Samuel C. Tatum Co., but has been in the Philippines for the past three years.

Chesley Dow, general superintendent of the Tatum works at Cincinnati, has returned there after superintending the installation of the company's new plant in New York City. H. T. Andrew, special machinery representative of the same house is now holidaying after having represented the firm in the east including attendance at the National Printing Trades' Exposition in New York. The firm's San Francisco representative, W. D. McGillivray, is spending his vacation at Lake Tahoe, California. Mr. McGillivray was among the San Francisco stationers who recently welcomed the officers of the National Association of Stationers to San Francisco and reports that fourteen new members were added in San Francisco at that time.

Montreal, July 15.—A. E. Lombardo & Co., importers and manufacturers, Montreal, have moved their offices from the C.P.R. Telegraph Building to 40 Dufferin Square.

Bookseller & Stationer acknowledges receipt of a pack of the new game of cards called "Fritt" which can be played by two to eight players.

James P. Easton & Co., manufacturers of office appliances, Montreal, P.Q., have moved from the Board of Trade Building to the Cartier Building, McGill Street.

E. A. Adams, bookseller and stationer, was elected secretary of the newly organized branch at St. Catharines of the Retail Merchants' Association of Canada. The new branch starts off with a membership of about seventy-five.

"Glimpses of Our Factory" is the title of a book just sent out by Barber-Ellis Limited. It deals in an interesting manner with the various branches of stationery manufacturing with which this concern is identified and opens with an interesting historical sketch reviewing the firm's career since its establishment thirty-seven years ago.

Special attention is paid to their great specialty—envelopes, of which more than one and a half millions are made in their factory every working day. Business stationery, tablets and fine correspondence papers are also featured and numerous illustrations add interest to the story of how the goods are produced.



Of course you get discouraged sometimes. We all do, but there's no real reason for it as long as there is more business to be had—and no one yet ever got it all.

Increasing the Sales Blotting Paper

Good Schemes Set Forth.

Are you, Mr. Stationer, obtaining the results you should be getting from the sale of blotting paper? This is one of the staple lines yet it is regrettably true that in the majority of stationery stores there is not a proper arrangement for carrying this stock, after the packages have been opened, and consequently there is much shortage. One good method is to have a cabinet of drawers wide enough to take the full streets and deep enough to take a quarter of a ream in each drawer. As most of the mills put up their better grades of blotting papers in quarter reams, there is no occasion for having broken packages about on the warehouse floor.

By the proper displaying of blotting papers, sales can be greatly increased occasionally leaving out on the counters sheets of fancy and the richer shades of plain blotting papers, or rolling them up loosely held by cord or elastic bands and standing the rolls on end on show cases, the attention of customers will be attracted and many sales effected that would not otherwise have developed.

Few articles of merchandise carried by stationers make a prettier window display than sheets of plain or embossed blotting papers in fancy colors such as cardinal and other shades of red, greens, browns, purples and other colors.

How many Canadian stationers carry blotting paper in rolls? Two or three colors, at least, moss green, dark blue and cardinal for instance, should be thus stocked. Any of the mills will provide these colors in rolls twenty-four inches wide and these rolls can be set on a rack with rods running through the centre holes allowing the rolls to turn off and sheets to be cut off at any length to exactly cover the customer's desk or table. It is sometimes the case that a customer may wish to entirely cover a desk or table with blotting paper. This means a demand for sheets of odd length. Such orders can be filled if the stationers will carry paper in rolls. The price can be based on the linear foot or yard.

Then there is question of hand blotting paper by the package. It would be a good idea for the dealer when ordering a supply of ream goods to have a quantity of the best grades of white and perhaps several other shades, cut up to small sheets 4x9 1-2 inches in size and neatly banded. This the mills will do at a very little additional cost.

There is an impression that there is not much business to be done by stationers in the sale of hand blotters because of the thousands of these distributed free by insurance houses and other concerns. But let the stationer set out on a little tour of investigation and he will be surprised at the real scarcity of blotting paper. The average man will tell you that he is frequently annoyed at not having a good clean sheet of blotting paper ready to hand just when he needs it and frequently pieces of blotting paper are retained on desks long after they have outlived their usefulness and when they "blot" in a manner directly at variance with the purpose for which they are intended.

All this indicates that the supply does not equal the demand and it is evident that the stationer is not living up to his opportunities in this particular. Let him therefore develop the various avenues that are open for increasing sales of blotting paper. By persistent effort he can cultivate the sales by the ream to banks, insurance companies, manufacturing concerns and other business firms

and an additional profit can be made by taking orders for advertising blotters. Many stationers now have their own printing plants but all can make advantageous arrangements with printers so that a profit may thus be made on the printing as well as the blotting paper.

It must always be remembered that every sale made by competitors, no matter who they are or where they are, must carry a fair percentage of profit if that competitor is to remain in business. Therefore, there is no occasion to fear any competition. True there will always be exceptional cases where the man seeking business, will go up against prices which he cannot meet. Sometimes it is by reason of a mistake in the competitor's estimating and frequently it is because he enjoys some real advantage but that is all "part of the game." An experience like that will sometimes result in putting you in touch with some good scheme about which you had no previous knowledge or it may reveal some shortcoming on your own part. At any rate each experience will teach you something and help you to cultivate better merchandizing methods. That will mean a greater turnover each year and correspondingly increased net profits.



A VISIT TO CARTER'S.

On the occasion of a recent visit to Montreal the editor of Bookseller and Stationer was shown through the factory of the Carter's Ink Company by L. I. Snyder. It was most interesting to see the various stages of the development of the different inks and adhesives, as well as the carbon papers and typewriter ribbons.

It is now five years since the Canadian branch factory was established and it was soon superseded by the present commodious and well equipped factory which in turn threatens to become too small by reason of the rapid expansion of the business. This indication is accentuated by reason of the present growth of the country, especially the immigration statistics. Mr. Snyder told about and produced the real evidences of the firm's policy of buying all crude materials in Canada so far as the market permits.

A pleasing circumstance was the subsequent meeting with Edwin Carter, who, although not now, nor for many years past, associated with the Carter's Ink Company, was one of its originators, his partner being his brother, William Carter. Edwin Carter has for over forty years been a resident of Montreal, where he has had an eminently successful business career. Mr. Carter referred most interestingly to the time when he and his brother sold the very first bottles of Carter's ink in Boston away back in 1861 before the war.



KILL THAT FLY.

"We were talking about the house-fly plague. 'Oh!' said a lady to me, 'I have seen a five shilling net advertised that will catch them all.' She had cut the advertisement out, and had it in her purse. She produced it for my information. Here it is:

"'The Destruction of Domestic Flies. 5s. net.'"

"The name of the advertising firm was given below. It was John Murray, Albemarle Street W."—The Referee.

The MacLean Publishing Company

LIMITED

JOHN BAYNE MACLEAN
H. T. HUNTERPresident
General Manager

PUBLISHERS

Bookseller and Stationer

and Office Equipment Journal

ESTABLISHED 1885.

FINDLAY I. WEAVER

Manager

CABLE ADDRESSES

CANADA: Macpubco, Toronto. ENGLAND: Atabek, London, Eng.

OFFICES

Montreal 701-702 Eastern Tp. Bk. Building. Phone Main 1255
 Toronto - - - 143-149 University Avenue. Phone Main 7324
 Winnipeg - - - 34 Royal Bank Building. Phone Garry 2313
 Vancouver, B.C. - - H. Hodgson, 18 Hartney Chambers
 London, Eng. E. J. Dodd, 88 Fleet St. E.C. Phone Central 12960
 New York R. B. Huestis, 115 Broadway. N.Y. Phone Rector 2009
 Boston - - - Room 643, Old South Building. Phone Main 1024
 Chicago A. H. Byrne, Suite 407 Marquette Bldg., 140 Dearborn St.

SUBSCRIPTION

Canada, \$1; United States, \$1.50; Great Britain and Colonies, 4s.
 6d.; elsewhere 6s.

PUBLISHED MONTHLY.

GETTING THE SCHOOL OPENING TRADE

Determine that this season's school opening trade will eclipse all previous year's and make this result sure by taking the proper steps toward that end. For instance, make a thorough investigation as to what the public and separate school and collegiate institute requirements will be. Interview the principals and the teachers. Show them that you are interested to the extent of wishing to give them the best possible service and you may depend upon it that they will reciprocate.

One dealer in one of the smaller Ontario cities makes it a practice to keep in thorough touch with the principals and teachers as well as members of the school boards and not only does he thus post himself as to probable requirements, serving as a most valuable guide as to the proper quantities of the different school texts and accessories to be ordered, but frequently he corrals advance orders, or, by using the information thus gained, has certain items on hand ahead of the other fellow and in consequence gets the major proportion of the trade of his town on school opening day.

Not only that but the prestige thus gained tends to attract trade there on the following days, because of the store by these efficient merchandising methods, earning the reputation of being "the store with the goods." By no means of least importance is the great saving this merchant saves through this policy, in express charges—an important consideration as every bookseller knows to his cost.

It is all very well to provide against overstocking and being loaded up with a lot of books that sometimes more than eat up the profit on those sold—certainly that is good policy and additional expense in the way of express carriage is preferable, but the wise merchant is he who, by foresight and keen judgment, reduces to a minimum both the stock carried over and the amounts paid out for express carriage yet getting his full share of the business.



CANADIAN TRADE CONDITIONS.

The general maintenance of values throughout Canada in spite of the year's financial stringency and consequent pessimism so frequently given expression, is conclusive proof of the fundamental soundness of Canadian conditions. The general business outlook is improving and especially promising for the future is the flow of immigration to Canada, being at a higher rate than at any time

in the history of this continent. This means pressure upon the industrial and commercial machinery of the Dominion as well as upon the housing accommodation, and that is why real estate values have been so steadily maintained through the period of financial stress.

A despatch from Winnipeg reports that the splendid crop outlook has had the effect of improving the tone of general business.

From a table published by Financial Post giving the bank clearings for six months, of ten leading Canadian and United States cities, it is evident that the falling off in business which has been world-wide since the first of January did not strike Canada nearly so soon as it did the United States, where, of course, the immigration plays a comparatively insignificant part in the national economy. Business has kept up in Canada simply because immigration continued to increase.

Our neighbors in the States measure their foreign trade by exceedingly bulky figures, exceedingly bulky as compared with those which represent the foreign trade of Canada. When, however, the per capita trade is ascertained the comparison is very encouraging to Canada. Dealing with the external trade of our neighbors, Bradstreets in a recent issue states:

"The foreign trade of the United States aggregates \$4,250,000,000 for the fiscal year ending June 30, 1913. While this is an encouraging record compared with Canada's, it seems we have no cause for envy on this side of the line. Canada's foreign trade for the last fiscal year 1912, totalled over \$1,000,000,000. That is United States' foreign trade is to Canada's as 41-2 to 1.

"Since her population is, however, to Canada's as 11 is to 1, we have a start of them per capita of about \$3 to 1. Our trade per head is about \$11, whereas that of United States is only \$4.25. The progress of the foreign trade of the United States, however, has, like Canada's, been a steady upward sweep."

Some improvement has taken place in collections, and business generally is more buoyant as a result of the excellent crop situation in Ontario and Quebec and the West, while from the Maritime Provinces reports as to general conditions are in an optimistic vein in spite of certain inconveniences occasioned by the tightness of money. One of the proofs of this is that practically all the land holders are sacrificing other interests rather than let go any of their realty holdings or reduce their prices.



HE SAW IT IN THE PAPERS.

One of the heads of the Canada Steel Co., entering a jobber's office in Toronto, said to the general manager: "My, money is tight!" "How do you know?" he was asked. "I saw it in the papers." This represents the sentiment created by the panic mongers.

Canada, without new capital, will make full use of that already obtained and having to do so will have a very salutary effect. Meanwhile business is proceeding satisfactorily, the Canadian people are well employed and in the productive industries notably agriculture, there is a very keen demand for help. These conditions do not furnish material to fabricate excuses for the panic mongers.



ELECTRICAL SPECIALTY DEVELOPMENT.

One of the most remarkable commercial developments of recent years is the increase in the use of electrical specialties for household purposes and many of these can be successfully merchandised in stationery stores.

The development is seen in the ever increasing number of articles introduced which can be operated by electricity. In addition to such familiar utensils as electric fans, toasters and irons, many new ideas of undoubted utility have been put forward recently. Electric vacuum cleaners are also being introduced into general use.

As the development may quite safely be said to be at the present time only in its infancy, the future will see a still wider development.

A few years ago prices were so high that only the very wealthy could afford electrically operated devices. To-day some of the better known devices have been reduced to a figure which places them well within the reach of all. Undoubtedly the same process will manifest itself in connection with what are now high priced articles, gradually bringing them down to a level where all will be able to have them.

Another feature which is helping along the development is the cheapening of electric power and its extension to places which have previously lacked it. Electric power is gradually being introduced into every place of any size in Canada, and this is increasing the territory in which electric appliances can be sold. The present year has seen a big development from this source.

PASSION FOR BOOKS.

A glance at the German book trade, more particularly the many publishers and booksellers, and the high standing of the best among them, throws an instructive light on the omnivorous appetite for reading which exists among the German people of all classes. Their business places are the resort of literary notabilities, as a few such were in London and Edinburgh in the eighteenth century. Scientific works which in England can only be issued with the financial assistance of learned societies, are nearly all brought out in Germany at the sole risk and expense of the publishers in Leipzig, Berlin, Stuttgart and Munich, each of which cities is prominent in the order mentioned.

The catalogue of books published by the bookseller's firm connected with the Vorwaerts, and appealing almost entirely to the working classes, is a surprising one. It embraces a cosmopolitan selection of the best works on history, political economy and belles lettres of all countries.

Nearly two pages each are devoted to different publications dealing with Ferdinand Lassalle and Karl Marx. The same space is taken up by the list of writings of Bebel, of Kautsky and of Bernstein, some of which are pamphlets circulating by the hundred thousand. The catalogue contains the names of close upon four hundred authors, many English among them; Burns, Dickens, Kipling, Tyndall, W. Ashley, Henry George, Bellamy, T. H. Buckle, Sir Charles Lyell, Thorold Rogers, Sir Samuel Baker, Kennan, Henry Lansdell, Adam Smith, Ricardo, John Stuart Mill, Lecky, James Bryce, Sidney Webb.

CANADA'S TRADE.

During the month of April the trade of Canada maintained the buoyancy which has characterized it for so long a time. The total trade increased by over 18 per cent., from \$59,284,480 in April, 1912, to \$70,505,160 in April, 1913, while the exports of domestic merchandise increased by no less than 60 per cent., from \$13,676,989 in April, 1912, to \$22,016,880 in April, 1913.

The imports increased from \$45,607,491 in April, 1912, to \$48,488,280 in April, 1913, or by 6 per cent. The duty collected increased from \$7,860,759 to \$8,463,576.

The most noticeable increase in exports is in agricultural products, which have nearly doubled, from \$5,936,313 to \$11,365,018. Manufacturers also went up from \$2,601,537 to \$3,378,598.

ABOUT BOOKLETS AND CIRCULARS.

There is an efficient advertising service available for every bookseller and stationer, entailing practically no outlay on his part, but which is not appreciated to the extent it should be. It is the extensive supply of advertising matter for local distribution which manufacturers and wholesalers are ever ready to furnish to merchants who will use them. There are in fact many of these manufacturers and supply houses who take it for granted that the retailer will naturally see the wisdom of sending out this business literature, but unfortunately too many merchants, either through failure in appreciating the value to themselves of doing their part of the work or else by reason of torpidity or carelessness, allow this valuable advertising matter to accumulate and eventually take the waste paper basket route to oblivion.

Who knows how many sales are thus missed or how many profitable new customers those circulars and booklets might attract to the store?

This is an important question and deserving of more careful attention upon the part of both the supply house and the merchant. The producer should be reasonably sure that the merchant will appreciate their value before sending along large quantities of advertising matter of this kind. They should appear on invoices with other goods even though no change be made for them. The point is that every precaution should be taken to impress the fact that this printed matter costs money, that it is designed to create business, not only for the maker of the goods advertised or the wholesaler, but also for the retail merchant. Considering the fact that all the latter has to do is to effect efficient distribution, it is most surprising that he is so often negligent in this particular.

In considering ways and means of increasing business, the wise merchant will give full attention to the valuable auxiliary helps afforded by the broad and most liberal co-operation extended in the way of interesting and convincing booklets and circulars describing and actually helping to sell the lines of merchandise stocked in his store which will come to him regularly for the asking.

EDITORIAL COMMENTS.

The greater the variety your stock shows, the more customers it will bring in, and the more goods they will buy when they get in.

There must be something to a bargain beside the price of the goods. There must be quality behind the price or it is no bargain.

There isn't a man connected with your institution who you offer all your assistants opportunity for expressing hasn't an idea or two that will do your business good. Do their ideas?

With practically all factories running full force and behind in their orders, and with wholesale firms running ahead of last year in Eastern Canada, in the volume of business, a buoyancy in trade is being manifested that is doing much to counteract the pessimism developed by the unsatisfactory financial conditions in Western Canada. So that now, with the encouraging reports coming in as to the crop prospects in the west, there is every reason to believe that the depression which has been such a bugbear during the past few months will soon be dissipated.



Post Cards & Art Novelties

Season Cards, Folders, Letters and Greetings
For all Occasions

The Greeting Card Trade

Its Possibilities.

Specialized selling is solving the problem of many a merchant who has found that by continuing in the old method of simply accepting what the gods sent in the way of patronage, they were making little or no headway, some of them in fact being continually hard put to it to keep the wolf or the sheriff from the door. Then came the light. They found out how to forge ahead, building a bigger and better business and a highly profitable one. It was by specialization, or concentration in turn upon the lines showing the greatest possibilities; dropping certain items which upon close investigation showed no profit and either substituting for them other merchandise not previously handled but which gave sure promise of profit, or focussing attention upon lines which had not yielded sufficient results for the simple reason that they had not been pushed.

Each season there are several lines of this nature and just now among the most lucrative are personal Christmas Greeting Cards.

Five months remain in which to work this trade and as enquiries are made among prospective customers it will be found that some of these have already placed their orders, proving that others have been actively at work on this branch of the trade.

This is sufficient evidence to show that it is advisable to set to work in real earnest in soliciting orders in your locality. It must be remembered that this trade is being competed for not only by the local dealers but by certain firms in the larger cities who do not sell through the retailers at all. Their lines are inferior because the best publishing houses are wise enough to realize that the most desirable trade is that which comes through the regular retail channels, so that the retailer who carefully chooses the lines of personal greeting cards he wishes to feature, will find that he will be building for the future, because the cards shown by these wayfaring salesmen are usually excessive in price though inferior in quality.

The local merchant has the advantage in many ways. He is widely known and by judicious advertising appeals, followed by active personal solicitation, the trade will come.

Send out representatives to work the town from house to house. The margin of profit is sufficient to allow a fair

commission to good agents that may readily be engaged to do this work.

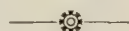
Follow up every good method that suggests itself and by aggressive and determined efforts the next few months



One of a series of Harrison Fisher pictures supplied the trade in 8 x 10 inch frames.

can be made to show wonderful results in the sale of Personal Christmas Greeting Cards.

If you haven't started, set the ball in motion to-day.



SOME RAPHAEL TUCK CHANGES.

The London house of Raphael Tuck & Sons Co., Ltd., has taken over the shares and bonds of the branch of its business conducted in New York under a separate corporation. This transfer was made possible through the recent death of the president of the American house, Charles Kaufmann. Together with the interests of Mr. Kaufmann the English house or the original proprietors were able to secure the other holdings of the American company which controls the Canadian branch.

At an election directly after the stock transfer the following new officers of the American house were elected: Sir Adolph Tuck, Bart., president; Gustave Tuck, vice-

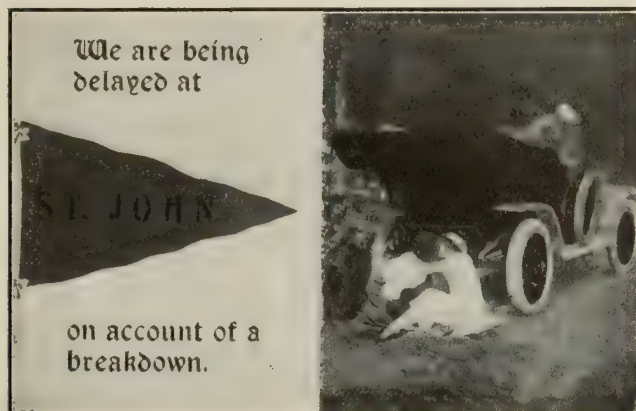
president; Desmond A. Tuck, secretary and treasurer. These three gentlemen are all directors in the London company, and in addition to Milton J. Greenebaum, Norvin R. Lundheim and Louis Herman, comprise the board of directors of the American house. The remaining directors of the English house are Sir Arthur Conan Doyle and Alfred Parsons, R.A.

Sir Adolph Tuck, Bart., recently spent three weeks in New York during which time he and his son, Desmond A. Tuck, have been interviewing a number of the representative firms. Following out a plan which has worked successfully with the London house an advisory committee made up of the heads of the different departments will meet from time to time for purpose of discussing things in general with Desmond A. Tuck, who, in addition to being an official of the company, will be the manager. The latter has just visited Montreal, conferring with the Canadian manager, John Morgan.

The Possibilities of Pennants

Creating New Business.

Particularly promising among the side lines which may be selected by merchants engaged in the book and stationery business for expanding their trade, are pennants and some dealers have conclusively demonstrated the opportunities afforded by the strong demand which exists and which may readily be developed for these articles.



One of the New Pennant Postcards.

The three principal factories in Canada engaged in the manufacture of pennants are all running to full capacity and yet they are behind in their orders. The summer season is an especially good time for this trade. This is a fortunate circumstance owing to the fact that vacation time necessarily curtails trade in certain lines prominently connected with bookstores, school supplies for instance.

Almost every town of any size has conventions of one sort or another from time to time. It is well to keep



One of the newest Pennants.

thoroughly posted regarding such events and to be prepared. Delegates will naturally be interested in carrying away with them souvenirs of the town and pennants are among the easiest articles to sell. Keep in mind that this is fostering extra business—trade that would not otherwise come to the merchant. Anticipating events of this sort and taking advantage of all openings for additional business which they afford, is efficient merchandising. To start that system means getting the habit and you know what a hold a habit gets on a man. So get the habit. A good way to acquire it, with every assurance of good results, is to concentrate on the wide possibilities connected with the intelligent development of the trade in pennants.

ESTABLISHES NEW INDUSTRY.

John Bradford has established a new concern in Toronto for the gilding of card edges and beveling to the trade. Other work in which this concern will specialize is book edge gilding, round cornering, hand deckel edging, bordering and various kinds of fancy edging. John Bradford, who is the head of the concern, has had twelve years of practical trade and business experience with Harvey's Limited of Edinburgh, Scotland. The firm, the office of which is located in the Lombard Building, 70 Lombard street, will also sell Christmas greeting folders and fancy stationery productions.

HIS FIRST VISIT TO CANADA.

Among the trade visitors to Montreal and Toronto in July was Desmond Tuck, son of Sir Adolphe Tuck, whose recent visit to America is referred to elsewhere in this issue. Following a conference with John Morgan, manager of the Canadian branch, Mr. Tuck came on to Toronto accompanied by Arthur Goodman, who has for several years been in charge of the Toronto office. The latter will leave the Canadian branch shortly, going to an important post in the New York house. An announcement as to his successor in Toronto will be made at a later date.

This was Desmond Tuck's first visit to Canada and he was most favorably impressed by both the big Canadian cities and having come by boat to Montreal, he was enthusiastic in his praises of the beauties of the St. Lawrence trip. Being now permanently connected with the American house, Mr. Tuck looks forward to additional visits to the Dominion.

An interesting message which had just reached Mr. Tuck, was the news of the appointment of Raphael Tuck & Sons, Limited, as art publishers to Emperor William of Germany.

The Tuck concern in three reigns have been publishers by Royal appointment to the British Royal Family.

Toothills (Canada), Limited, have sent out to the trade an attractive circular, appealing for personal Christmas card trade, the chief feature of the circular being the reproduction in full of the article on this subject which appeared in the June issue of Bookseller and Stationer. This is convincing evidence as to the valuable editorial contents presented in Bookseller and Stationer from month to month.

There is one premium your store can afford to give with every purchase. That is a pleasant smile and a cheerful word.



Books



A Plea For Books

The value of books as a decorative feature in the house cannot be overestimated, as well placed they are a big factor in the general makeup of the room. Where to place them to the best advantage so they may make the most artistic display, and at the same time be so arranged that they may be within easy reach of the members of the household, as well as harmonizing with the general atmosphere, requires no little thought as the secret of restful pleasing effect lies in this arrangement.

Books accumulate in large numbers, and before one realizes it, there is a large collection on hand. By using a little careful planning and ingenuity, each one can be made to contribute its part toward the finished appearance of the room. Nothing else lends such a satisfactory effect and affords the pleasure of their convenience and usefulness.

People living in city apartments, often have a number of choice books which, for want of space, are carelessly placed in the most convenient recess. In such an apartment there is often an unused door or a door leading into another apartment which for some reason is kept securely locked. This may be readily utilized by converting the recess into a bookcase. To do this, have two boards nailed up vertically on each side of the door joint. On these cross-pieces must be nailed, on which the shelves are to rest. The shelves need not be more than one inch wider than the books. When finished, have the woodwork painted or stained to match the door behind it.

A corner flanked by a window may be made into a charming receptacle for books, or a desk and bookcase combined. Here, on shelves on either side of the built-in desk, books of reference may be kept, which, if the room is to be used by the business woman, will save many a step as well as valuable time. Or, if there is a seat, built-in shelves may be constructed above on either side of the corner running up to the picture molding, or only one shelf may be used, just high enough above the seat to be in easy reach when one is resting here.

A satisfactory method to dispose of books which are constantly collecting is by the purchase of sectional bookcases. These have many desirable features. Improvements have been made in designs, and one may now buy these bookcases which will conform to any style of interior finish. These may also be purchased any size required, and are both economical and durable.

In many houses having fireplaces, the space on each side could be filled with shelves built flush with the walls, or part of one side wall could be treated in this manner. These could be well filled with choice volumes, a few choice vases resting on each top shelf. To those who love an easy chair and the cheery crackle of hickory logs, it is a delight to find within easy reach some interesting tale which may be read and replaced without the effort of leaving one's chair. Aside from the convenience of bookcases so arranged, they add a touch of beauty to the room.

Cassell & Co., announce a new volume entitled "Not in Israel," dealing with the Hebrew as a force in modern political and social life.

List of the Best Selling Books

Checked Up from Returns Submitted by Representative Booksellers — Reports of Publishers' Best Sellers.

Canadian Summary.

1. The Amateur Gentleman (Jeffrey Farnol)..... 113
2. The Inside of the Cup (Winston Churchill).... 106
3. The Judgment House (Gilbert Parker)..... 90
4. V.V.'s Eyes (Henry Sydnor Harrison) 61
5. Heart of the Hills (John Fox, Jr.)..... 42
6. Stella Maris (William J. Locke) 37

Best Sellers in United States.

1. V.V.'s Eyes. (Henry Sydnor Harrison).
2. The Inside of the Cup. (Winston Churchill).
3. Mr. Pratt's Patients. (Joseph C. Lincoln).
4. Sylvia. (Upton Sinclair)
5. Mrs. Red Pepper. (Grace S. Richmond).
6. The Southerner. (Thomas Dixon).

Publishers' Best Sellers.

Bell & Cockburn.

1. Stella Maris.
2. Sunshine Sketches of a Little Town.
3. Abysmal Brute.

William Briggs.

1. V.V.'s Eyes.
2. Degarmos' Wife.
3. Fetters of Freedom.

Copp, Clark Co.

1. The Judgment House.
2. The Sixty-First Second.
3. The Southerner.

Hodder & Stoughton.

1. The Law Bringers.
2. The Outlaw.
3. The Wilderness Lovers.

Thomas Langton.

1. Sylvia.
2. The Flirt.
3. House of Thane.

McClelland & Goodchild.

1. Lo, Michael.
2. The Woman of the Twilight.
3. Widecombe Fair.

McLeod & Allen.

1. Parrott & Co.
2. The Heart of the Hills.
3. The Penalty.

Musson Book Company.

1. The Amateur Gentleman.
2. The Mating of Lydia.
3. Virginia.

Another good arrangement for books, where space is limited, is to sink the shelves into the walls, and if the room is paneled these may be arranged to fit in with the general scheme. If there is space in only one side of the room, a glassed-in bookcase may be used, or this may be placed across one corner.

A most attractive and cosy arrangement is that of the built-in shelves beneath the window. These may consist of either one or two rows, and should, if possible, be placed in close proximity to a window seat. These are not advisable unless the windows are built in such a way that there is a moderate space between the edge of the sill and a line flush with the edge of the frame.

A simple bookcase easily constructed by the home carpenter, which has the advantage of being cheap as well, is made from boxes which may be obtained at any drygoods house. These may be bought for a trifling sum, and when attached one above the other, to the desired height, they are very attractive. Many schemes will suggest themselves to clever amateurs.



Technical and Educational Books

"Injurious Insects: How to Recognize and Control Them" is the name of a new book issued by Macmillan's, the work of W. K. O'Kane, professor of Economic Entomology in New Hampshire College. With each insect treated an original photograph is shown.

"Industrial Combinations and Trusts" is the title of a comprehensive volume compiled by William S. Stevens, Ph. D., of Columbia University.

A. D. Innes' "History of the British Nation," has been such a success that the publishers have been forced to go to press with another large edition. They have also in preparation an impression on superior paper, with additional plates to meet a widely expressed demand. It is published by Messrs. Jack of Edinburgh and the Copp Clark Co., of Toronto.

"Milk and Its Products" by H. H. Wing, is a new title in Macmillan's Rural Science Series.

The Country Life Movement in the United States, by L. H. Bailey, published by Macmillan's is admirably written and stimulating in its generalization and in the perspectives it opens. Another new publication of this house is Kate V. St. Maur's "A Self-Supporting Home" in which each chapter is the detailed account of all the work necessary for one month—in the vegetable garden, among the small fruits, with the fowls, guineas, rabbits, canaries, and in every branch of the husbandry to be met with on the small farm.

To sketch a practical plan for the rounding out of the boy, placing the emphasis upon all, rather than some of the forces necessary for such complete training, is the purpose of William McKeever's "Training the Boy" published by Macmillan's.

"Little Cousins of Long Ago" is the name of a new educational series being issued by L. C. Page & Co., of Boston, the initial volume being "Our Little Roman Cousin of Long Ago," the period being the final days of the Republic and of such famous personages as Cicero and Catiline. Other titles to follow shortly will include:

"Our Little Athenian Cousin of Long Ago," "Our Little Viking Cousin of Long Ago," and "Our Little Spartan Cousin of Long Ago."

When complete the series will include forty-seven titles.

Everybody is interested in suburban homes, summer cottages, Bungalows, and allied subjects affecting out-of-door features connected with the home and such as lawns

and gardens. There are hundreds of interesting and practical new books, and the demand for them exists. It's up to the bookseller.



News of Books and Bookmen

Interesting Trade Intelligence.

Seated in his den at the top of his comfortable house off Highgate road, A. S. M. Hutchinson, author of "The Happy Warrior," to an interviewer, talked recently, briefly of his literary tastes. "Fielding is my favorite author," he said, as he fondly handled a copy of "Tom Jones." "Meredith is my second choice," and here he opened up some first editions. "Kipling, too, I read over and over again, and then I am also fond of the old English essayists. Of course there are the poets, particularly Browning, and I am one of those who tremendously admire the poems John Masefield is now writing.

"I can't say that I am fond of the theatre, for I have been bored so often, nor have I any ambition at present to write plays. I have always enjoyed out-of-door sports and I played football until my eyesight prevented. I like golf, too, but of late my principal exercise has been walking. You see we live near Hampstead Heath and there it is that I wander.

"No, I can't possible think out my plots or devise my characters while out in the open. I must sit down with pen in hand really to create. I tried dictation once, but quickly abandoned it, and I do not know how to run a typewriter. My sister Vere is my best critic. I am tremendously fond of the characters of 'The Happy Warrior,' and I couldn't possibly have permitted Percival to live and marry Dora. The latter was true enough to life, for there are many English girls brought up as she was, who make the best match possible. I really knew prototypes of some of the characters, particularly Japhtha, the gypsy, and his daughter Ima."

With his literary reputation now firmly established, Mr. Hutchinson will resign his editorial berth and commence work on his next book. Of its characters he will disclose nothing, but, as he is a versatile young writer, it will doubtless be entirely different from "Once Aboard the Lugger—," and "The Happy Warrior."

President A. Lawrence Lowell of Harvard University has requested Mr. Alfred Noyes, the English poet, to deliver six lectures at the Lowell Institute in Boston next winter. Mr. Noyes has accepted this invitation. To be invited to deliver lectures at the Lowell Institute is one of the highest honors to scholarship or literature in America.

L. C. Page & Company, Boston, publishers of Sunbridge Girls at Six Star Ranch, have authorized the statement that the name of "Eleanor Stuart," to whom the authorship of the book is ascribed, is a pseudonym adopted by a well-known woman writer, whose latest novel is one of the "six best sellers" of the day.

The Chinaman is too polite to say anything that might give offence to another. Here is said to be a Chinese editor's letter of rejection: "I have read your work and am delighted with it. Nay, I swear by the sacred ashes of my forefathers that never in my life have I read anything to excel its merits. That is why I am afraid that His Majesty, our exalted Emperor and Sire, would become so enthused over it should we print the work, that he might forbid us ever to have anything printed hereafter that did not approach this superb masterpiece. And since in the next one thousand years another work of equal value can hardly be expected, we herewith return your divine manuscript to you with infinite regret and beg your forgiveness for doing so."

A. M. Reid of Dryden, Rainy River District, Ontario, in conversation with one of Bookseller and Stationer's representatives said he found the paper very useful. He had just purchased a supply of "The Amateur Gentleman" from the Musson Book Company, as the result of seeing it advertised in Bookseller and Stationer.

Prominent among the forthcoming books of Bell and Cockburn bidding fair to become "best sellers" Jack London's "John Barleycorn" and Stephen Leacock's "Behind the Beyond."

S. B. Gundy has issued "Inland Golf" by Edward Ray, open champion 1912, devoted to special features of the game as played on inland greens.

McClelland and Goodechild are putting out in Canada the publications of Henry Holt & Co., including Le Roy's "The New Philosophy of Henri Bergsen," a book which has earned the warmest commendation of that great philosopher; Hall's "The World Soul," an appeal to those who have not found satisfaction in the theologies and philosophies of the day; Sinnkhovitch's "Marxism vs Socialism," a thorough summing up of modern socialism and Dorothy Canfield Fisher's "A Montessori Mother."

"Ganong's "The Living Plant," an exposition of plant life evolution and the improvements by man; "Practical Sailing and Motor Boating," by E. N. Kendrick and "The Jews of To-day," by Arthur Rupp, a world-wide sociological study, are among McClelland and Goodechild's books of the month. This firm has been given the Canadian market for George Gill & Son's "Oxford and Cambridge Shakespeare," which have the high commendation of many educationists.

S. B. Gundy, publisher in Canada for Humphrey Milford, of the Oxford University Press, speaking of the taking over of that half of the ground floor of the Clarendon Building at 25-27, Richmond Street West, Toronto, heretofore occupied by the Baptist Book Room, informed Bookseller and Stationer that this additional space was required as stock room owing to the growth in the demand for Oxford juveniles. The alterations now in progress include the fitting up of handsome new offices. Among the month's publications of this house are Richard Dehan's "The Headquarter Recruit," "Imperial Architects," dealing with proposals for closer imperial union made previous to the first colonial conference by Alfred Leroy Burt, a Canadian Rhodes scholar; "The Masked War," by the famous American detective, W. J. Burns; "Doc. Williams," a tale of the middlewest, by Charles H. Lerrigo; "The Torch Bearer," a camp fire girl's story, by I. T. Thurston, and "The Alaskan Campfire," by John T. Faris. In September Mr. Gundy will publish "The Shepherd of Us All," by Mary Stewart; "The Heart of the Desert," by Honore Willsie; "The Keeper of the Vineyard," by Caroline Abbot Stanley; "The Lady Elect," by N. H. Pitman, and for early publication a new book by DeMorgan is announced, the title to be "When Ghost Meets Ghost."

Stephen Leacock's new book, "Behind the Beyond," will be brought out in October by Bell & Cockburn. Another book scheduled for the fall by this firm is "The Flying Inn," by Gilbert Chesterton.

Musson Book Company will shortly publish Rex Beach's new book, "The Iron Trail." "The Woman Thou Gavest Me," by Hall Caine, will be out in August.

A new Hodder & Stoughton book just published is "Eldorado," by Baroness Orey.

Kipling's books, according to book sellers and publishers, are being read more than ever before. His works are said to be selling five to ten times better than they did in 1903, and some of his books are reported to be selling even fourteen times better. These figures represent the authorized editions, of which publishers and trade have permanent records, but some of the volumes

issued in unauthorized editions, or what is called in the book world pirated editions, at very low prices, have, it is stated, sold many, many thousands, for which no records are available.

Melville J. McLean has been appointed the western representative for the Canadian branch of J. M. Dent & Sons, Ltd., and left Toronto on the 19th for the West.

Mr. McLean will spend his time in the Western territory, making his headquarters at Winnipeg. Messrs. Dent hope in this way to get into closer touch with the requirements of the Western market, and thereby to give to the trade a much better service.



MELVILLE J. McLEAN

who is representing J. M. Dent & Son in the Western Provinces.

Messrs. Dent are about to issue a companion series to their well-known "Everyman's Library," entitled the "Collection of Gallia," which will comprise a selection of masterpieces in French literature, past and present, printed in French. The series will be edited by Dr. Charles Sarolea, and the first six volumes which will include Balzac's "Contes Philosophiques," "L'Imitation de Jesus Christ," Pascal's "Pensees," and Flaubert's "Tentation de Saint Antoine," will be issued together in the next few weeks. Each volume will contain an introduction by some prominent modern writer.

St. Mary's, July 17.—The St. Mary's public library, which has recently undergone extensive repairs and a renovation, is again open to the public. A juvenile room has been established with the popular "funny papers" and the folklore so appreciated by the kiddies, will be at the disposal of the youthful.

Messrs. Collins have added to their pocket classic series "Kate Coventry," by G. J. White-Melville, and "The Book of Noble Deeds"; to their seven-penny modern fiction have been added "Mehalah," by S. Baring-Gould and "The Stronger Claim," by Alice Perrin; and to their wide world library "Uganda to Khartoum," by Albert B. Lloyd, and "Links in My Life," by J. W. Gambier.

"The Wilderness Castaways," by Dillon Wallace, tells of the adventures of a pampered New York youth and a sturdy sailor lad who are lost from a hunting party in sub-Arctic regions and pass a winter of peril and hardship amid ice and barren coasts. Their hunting exploits, their narrow escapes from death, and the effect of it all on the character of the once selfish and useless New Yorker, are told with enthusiasm and a sense of humor. It is a book that will enhance youthful enthusiasm for the manly, self-reliant life. It is among the new McClurg books.

McClurg's of Chicago will publish "The Maid in the Forest," a new novel, by Randall Parrish.

To their "7d Modern Fiction" series Collins' have added "The Speculations of John Steele," by Robert Barr and "The London Lovers," and to their 1s. "pocket classics" "Through Western Tibet," by Jane E. Duncan and "Lord Oakburn's Daughters" by Mrs. Hy. Wood.

"Running Sands," by Edward Wright Kaufman, presents the problem of a man of fifty who married a girl of eighteen and the argument is that this represents a wrong family idea, the outlook and interests of man and wife of such widely divergent ages having little in common.

William Copp, vice-president of the Copp, Clark Company, has returned from a two months' business trip to England.

The Public Library and Reading Room of Port Arthur has been moved to the Ratan Block.

Daniel Nye of Doubleday, Page & Company, Garden City, N. Y., was a business visitor in Toronto during the week of July 21st.

A. W. Thomas, secretary-treasurer of the Copp, Clark Company, has returned from a two months' pleasure trip to Great Britain.

F. A. Clinch of D. Appleton & Company, New York, was among the callers on the Toronto wholesale book trade during July.

Thomas Langton will issue in October, Elinor Glyn's new book entitled "The Point of View."

Edwin Bateman Morris' new book, "The Millionaire," will be out shortly. It is published by the Copp, Clark Company in Canada. Mr. Morris will be remembered as the author of "Blue Anchor Inn."

In the opinion of Fred Thomas of the Copp, Clark Co., Eleanor H. Abbot, author of "Molly Make-Believe," eclipses all her previous successes in her book, "The White Linen Nurse," which will be out in September.

The Copp, Clark Company is going to press with the second edition of "The Judgment House," which has met with such a splendid reception throughout the country.

The Copp, Clark Co.'s educational catalogue is now in the hands of the trade, having been sent out early in July.

"The Boy Mechanic" is the name of a new book just issued by the Copp, Clark Co. It contains 480 pages, 700 articles and 800 illustrations.

Mr. Von Utassy (acting on behalf of Mr. W. R. Hearst, of New York) and Mr. Hall Caine have completed by cable during the past week a contract whereby Mr. Hearst is to pay to Mr. Caine one hundred thousand dollars for the exclusive right of publishing in serial form all fiction that may be produced by the British author during the next five years. This contract, which comes into operation at the completion of the publication of Mr. Caine's new novel, "The Woman Thou Gavest Me," now running in the newspapers, is probably a record in literary transactions, and represents the largest single sum a publisher has ever undertaken to pay to an author.

Wm. Clowes & Sons, Limited, publishers of "Hymns, Ancient and Modern," have removed to 31 Haymarket, London, S. W.

Alfred Noyes, whose new book of verse, "Tales of the Mermaid Tavern," has just been published by Messrs. Blackwood, has this week been made an honorary Doctor of Letters by Yale University. Mr. Noyes has received the further honor of being appointed to deliver the Lowell lectures next year.

In the August Century James Davenport Whelpley, an international trade expert, argues that reciprocity between the United States and Canada is bound to come sooner or later. His article is entitled, "If Canada Were to Annex the United States." An interesting series of conclusions are presented to the effect that Canada is more dependent upon the United States than upon Britain. It will be interesting to observe the nature of the criticisms this article will incite.



Record of Copyright Books

Published in Canada.

Fiction.

- Ambition of Mark Truitt, The.** Henry Russell Millar. Toronto: McLeod and Allen. Cloth, \$1.25.
- Courtin' Christina.** J. J. Bell. Toronto: Hodder & Stoughton. Cloth, 50c.
- Catfish, The.** Charles Marriott. Toronto: McLeod and Allen. Cloth, \$1.25.
- Degarmos' Wife.** David Graham Phillips. Toronto: William Briggs. Cloth, \$1.25.
- East of the Shadows.** Mrs. Hubert Barclay. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- Garden of Spices.** A. A. Keith Fraser. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- Law Bringers, The.** G. B. Lancaster. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- Little Hour of Peter Wells, The.** David Whitelaw. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- Mixed Grill.** W. Pett Ridge. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- Mystery Car (XYZ747), The.** Morice Gerard. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- Outlaw, The.** David Hennessey. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- Parrott & Co.** Harrold MacGrath. Toronto: McLeod & Stoughton. Cloth, \$1.25.
- Secret City, The.** Joseph J. Doke. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- Upper Crust, The.** Charles Sheman. Toronto: McLeod & Allen. Cloth, \$1.25.
- Wallingford in His Prime.** George Randolph Chester. Toronto: McLeod & Allen. Cloth, \$1.25.
- Wilderness Lovers, The.** E. R. Punshon, Toronto: Hodder & Stoughton. Cloth, \$1.25.

Non-Fiction.

- Balkan War Drama, The.** Cyril Campbell. Toronto: McClelland & Goodechild. Cloth, \$1.40.
- Jews of To-day, The.** Arthur Rupp. Toronto: McClelland & Goodechild. Cloth, \$2.00.
- Markism Versus Socialism.** Vladimir G. Simkhovitch, Ph.D. Toronto: McClelland & Goodechild. Cloth, \$1.75.
- Practical Sailing and Motor Boating.** Edwin W. Kendrick. Toronto: McClelland & Goodechild. Cloth, \$1.75.
- Science From an Easy Chair.** Sir Ray Lancaster. Toronto: McClelland & Goodechild. Cloth, \$2.00.
- Stars and Their Stories, The.** Alice Mary Matlock Griffith. Toronto: McClelland & Goodechild. Cloth, \$1.25.
- Through Our Unknown South-West.** Agnes C. Laut. Toronto: McClelland & Goodechild. Cloth, \$2.00.

Canadian Books and Authors

*About New and Forthcoming Books
Published in Canada.*

Great expectations are held by the Westminster Company for the novel by a new Canadian author, the first installment of which appears in the July Westminster. It is "White Man's Canyon," and the author is Bryan Grant. The Westminster takes justifiable pride in the fact that it was the means of bringing Ralph Connor and Marian Keith before the reading public and now anticipates that the word will shortly go round that another great Canadian author has been discovered in Bryan Grant. The scene of "White Man's Canyon" is laid in British Columbia mining camp, where a minister and his wife find themselves face to face with conditions which try their faith and steadfastness to the utmost. The minister is a gallant and attractive figure, but the "mistress of the manse" is the real heroine of the story, and it is quite in keeping that the author should dedicate his tale to "the wives of the missionaries laboring in the Rocky Mountains of Canada."

An unusual travel book is that by John M. Clarke entitled, "The Heart of Gaspé," a Macmillan publication. Save in the way of statistical reports practically nothing has been written of this inviting country, and consequently the average person knows little more of it than that it is a vast peninsula of Eastern Quebec, that it lies between the broad mouth of the St. Lawrence River and the Bay of Chaleur and faces the waters of the Gulf of St. Lawrence. Mr. Clarke knows the region thoroughly; he writes almost affectionately of it out of his own experiences, dealing with its wonderful and wild scenery, its fisheries and the life of the kindly people. Many of the illustrations are from photographs taken by the author.

"In Candlelight Days," recently published by Cassell & Co., by chronicling the tales which cluster round pioneer days in Canada, Miss Adeline M. Teskey has done her part in preserving for future generations much of the lore of earlier times which seemed doomed to oblivion. Miss Teskey has taken the stories she has heard from early settlers, along with well-authenticated traditions and legends of the log-cabin era, and these she has woven into a readable story which purports to picture the childhood days of "Peter Paul," the little son of a "first settler." Did the author do no more than record the incidents of the time, without any pretence at literary attainment, the work would deserve a place in our national literature.

Hodder & Stoughton have in preparation a series of books, under the title of "The Canadian Library of Religious Literature," to be written by scholars in Canada. The books will be issued simultaneously in Great Britain, Canada and the United States. The series is under the general editorial charge of Prof. G. C. Pidgeon, Vancouver; Prof. R. E. Welsh, Montreal; Prof. W. S. Milner, University of Toronto, and Rev. Dr. H. Symonds, Montreal. The books will be religious in the broad sense of that word, theological and ethical subjects. Each contributor will write on a subject which he has made distinctly his own and on which he can speak with authority.

Early in July Miss L. M. Montgomery, who in private life is Mrs. Ewen Macdonald, left with her year-old son for a "glorious holiday on the old sod of Prince Edward Island," where she is spending the summer at Park Corner, the place made famous in "Anne of Green Gables" and "Anne of Avonlea," for its "lake of shining waters." Before leaving on her holiday she had just delivered to her publishers the completed manuscript of "The Golden Road," a sequel to "The Story Girl." It will be brought out early in September.

In the "English Review" for June appeared a cleverly written article by J. A. Stevenson, of Winnipeg, entitled "Some Fiscal Cross-Currents of Anglo-Canadian Politics." It is a comprehensive review of recent trade and political conditions in the Dominion and whether or not to the liking of the individual reader as respects certain decided views expressed in it, the article cannot fail to excite admiration because of the intelligent grasp of Canadian affairs which it reflects.

"The Life and Opinions of Goldwin Smith," by Arnold Haultain, who was the private secretary of the sage of the Grange, is one of the especially important books in McClelland and Goodchild's list for fall publication. This will be followed by a second volume of "The Letters of Goldwin Smith," dealing with Canadian and American affairs.

The immigration into Canada of so many foreigners of so many nationalities creates educational problems of great interest and difficulty. The children of the newcomers must be educated, for the most part by English teachers, and they know not a word of English, the language by which they must receive their instruction. The teacher who has to teach a class composed, say, of English, German, Italian, Russian, Swedish, Hungarian and Bulgarian children, with the possible admixture of a few other elements still more outlandish, is in an unenviable position. The foreign children must be taught English in the first place. Unless they are taught English rapidly and efficiently, their own education must suffer, while that of the English children will also be seriously hampered. Clearly, then, it is most desirable that the educational authorities in the different provinces should make up their minds regarding the best methods of teaching English to foreign children. Having done so, they must then see that these methods are given an important place in the curriculum of the Normal Schools, so that every teacher shall be qualified to put them into practice.

In "English for the Non-English," published by McClelland and Goodchild, Norman Fergus Black, M.A., has brought together a great deal of interesting matter relating to this question. He is himself a practical educationist, and has been a Government inspector of schools in Saskatchewan. He seems to have spared no pains in obtaining the opinions and experiences of other authorities both in this and other countries in regard to teaching alien children. Perhaps the most important question examined is whether the teacher should know and use the language of the alien child in imparting knowledge of English. In 1902 Nova Scotia appointed a commission to examine and report upon it, and the commission's opinion was affirmative. Mr. Black remarks, however, that in thus maintaining that progress in the learning of English requires on the teacher's part a knowledge and use of the child's vernacular, Nova Scotia stands practically alone on the American Continent. In the case of Nova Scotia, of course, the principal foreign language contemplated was French. In places where the language problem is more complicated it would be impossible, even if it were desirable, to find teachers conversant with all the tongues spoken by their foreign pupils.

George B. Bulgin, English author and critic, who has found material for many of his books in Canada, is holidaying in this country, having arrived a few weeks ago. The most successful of his Canadian books was "The Shutters of Silence," dealing with a Trappist Monastery. He says Canada teems with copy and contemplates more novels dealing with the Dominion.

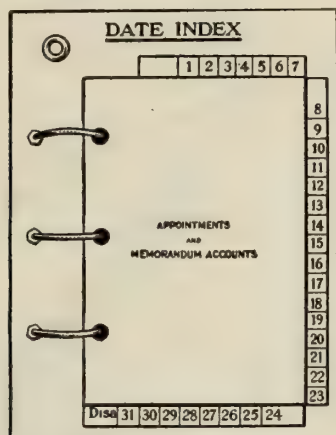
New Goods Described and Illustrated

A Valuable Trade Guide.

A Date Index.

The Date Index as illustrated here, made by Emil O. Werner Co., of Philadelphia, is a reminder and tabulator for the busy man or woman with many engagements, being especially adapted for dentists, doctors, collectors, etc.

Appointments, engagements, or calls, are posted by placing the memorandum slips or cards in their respective date folios, and remain there till the engagement is kept, when they are removed.



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The Featherweight "Blick."

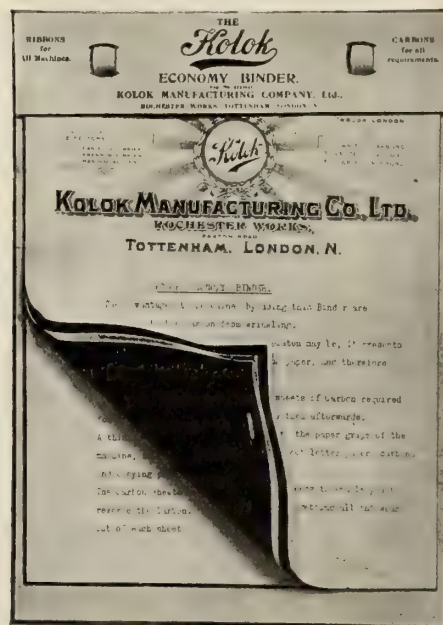
A new model of the Blickensderfer typewriter recently made its appearance, being constructed largely of aluminum. It weighs five pounds and comes in a leather case with compartments for stationery. The new model is designed especially for the use of travelers, newspaper men, military men, clergymen and authors. It is made with the universal and also with the "scientific" keyboard.



A new production of the House of Gage is called the Mayfair Cabinet, having initial cards and envelopes of linen finish stock. Each card has an initial embossed in gold. The cabinet contains two dozen cards and as many envelopes and will retail generally at 25c.

A New Typewriter Carbon.

A new line of typewriter carbon paper called "Kolok Silk Gauze," of British manufacture, has just been introduced to the Canadian market. Some of the merits claimed are that it is made on the best quality of white English tissue and is coated zig-zag finish; is a very light weight, 100 sheets being only about 1-16 of an inch in



thickness and that used with light weight manifolding tissue 25 impressions can be taken at one writing.

W. J. Gage & Co. carry this carbon in stock in the regulation color and standard size. It is put up in boxes with eight packages of thirteen sheets each. With each of these packages is supplied one of the Economy Binders as shown in the accompanying illustration.

This Economy Binder makes the work of handling carbon papers quite simple. It holds the carbon sheets flat and disposes of the difficulty of getting the letter heads, carbons and copying sheets into line. Each sheet of Kolok Carbon is punched ready to go the binder.

Buntin, Gillies & Co. have introduced a new mathematical set which contains a pair of compasses, rule, divider and lead pencil, all in a neat and strong hinged cover metal box. The firm anticipates a big demand for this handy and compact article for school opening trade.

LISTS RECEIVED.

From W. J. Gage & Co., Limited, comes a unique folder, attractive for its neat typography and originality in setting for a special midsummer offer of imprint tables in assorted styles and sizes.

The Multiscreen Company of London, England, has issued a special descriptive list addressed to stationers and fancy goods dealers, regarding the latest model of the Multiscreen. Various hints are offered as to how these contrivances may be utilized in making more effective displays of goods and for increasing sales of such lines as pictures, photo frames, toys, plaques, pokerware, pen paintings, handbags, beads, carved and leather goods.

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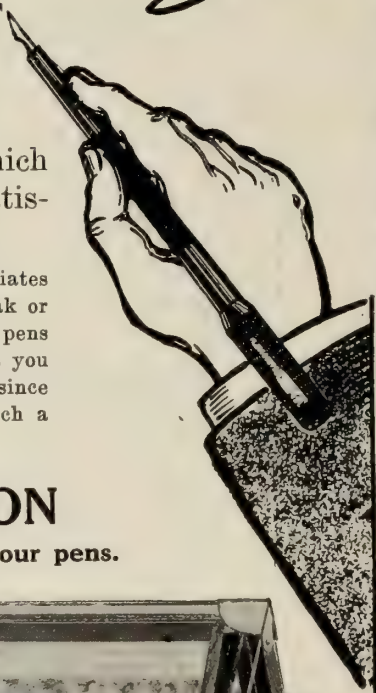
An attractive assortment in show case as shown here will be furnished dealers adding our line.

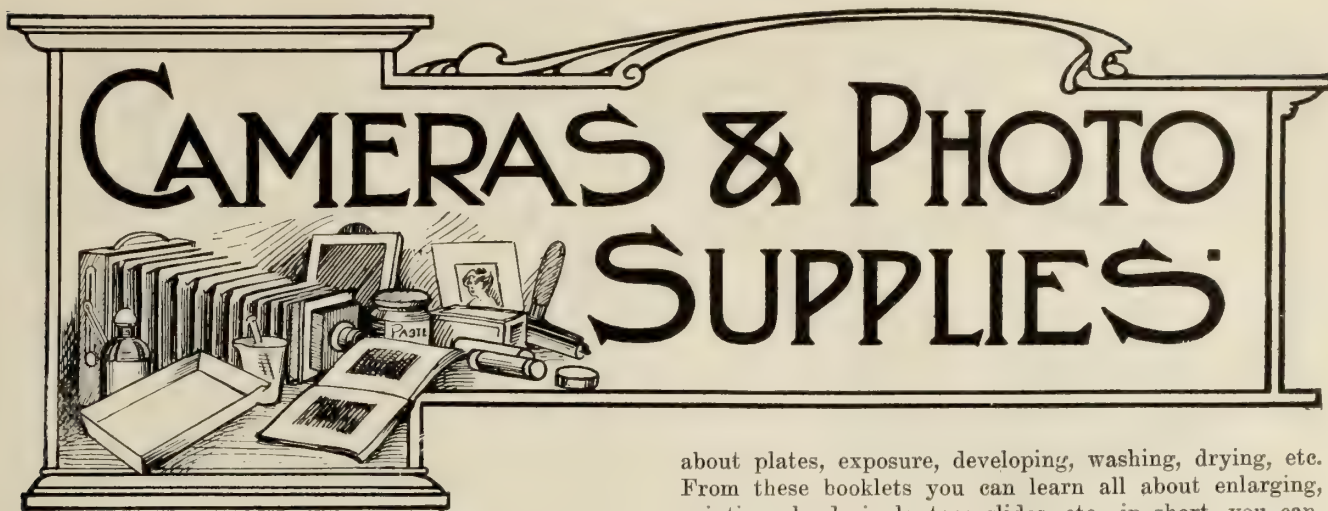


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Photographic Literature

By Geo. H. M. LeHain

In my previous article I made a strong effort to show the desirability of a good working knowledge of photography. Whereas this is a perfectly obvious fact, it is more to the point that suggestions be given as to how to arrive at this knowledge. This then is the subject of my present writing.

There is no doubt whatever that the best way is to get the books published by the makers of the various cameras, plates, papers, films, and chemicals and study them thoroughly—paying special attention to the particular line you have decided to handle.

For my own part, I have a regular library of photographic booklets, classified and bound in folders, and I honestly believe that every class of photography and every operation is explained at length in some one of them. And the information is the most reliable that it is possible to get. If you stop to consider a moment you will readily understand why this is so. These books are written by experts, the makers of the various lines get the very best authority to handle the subject to be dealt with. The manufacturers spend so much money on these booklets that the cost of production is very often tremendous, in some cases they are absolutely works of art. I can frankly state that on my bookshelves I have textbooks on photography and also classified booklets, and of the two I prefer the booklets for giving information. Very often the best information in the textbooks is matter quoted from some manufacturer's booklet.

I am going to mention a number of these booklets, and recommend every dealer who is handling photographic supplies to get all that I mention in the spaces at my disposal and others as well.

I would suggest that you get a folder to enable you to bind these booklets together in some way. My folders have a 2-in. stiff back (same as the cover) and cords on the back. The booklets are slipped under these strings.

The Wellington Booklets issued by Wellington and Ward, are six in number, as follows: 1, Plates; 2, Films; 3, Gaslight Printing; 4, Bromide Printing; 5, P. O. P.; 6, Lantern Slides.

The information contained in these booklets is equal to a complete course of photographic instruction; in fact it is far superior to that contained in some of the modern text books. These books are supplied gratis to dealers. Each booklet is prepared by an expert in each particular line, which makes the booklets all the more accurate, reliable and valuable.

These booklets tell in the simplest possible way all

about plates, exposure, developing, washing, drying, etc. From these booklets you can learn all about enlarging, printing clouds in lantern slides, etc., in short, you can, by careful study of the booklets, get perfect pictures.

I would strongly urge every reader to get the booklets.

The Imperial Dry Plate Co. Ltd., of London, England, publish amongst other valuable booklets, one entitled "Faults in Negatives." The amount of information in this booklet is astonishing. It contains exact reproductions of almost every conceivable thing which could possibly be wrong in a negative. Every kind of stain, mottling, blur, and failure is dealt with in detail, and the book ends with concentrated tips of how to do things right. This is a most valuable booklet, every dealer ought to have one and be posted on the contents. Orthochromatic Photography is another fine book they publish.

"The Pleasures of Photography" and "Photography and Sport" by F. J. Mortimer, F.R.C.S., will give you good selling pointers. These deal with W. Butcher & Sons, Ltd., cameras, etc. This firm publishes a variety of excellent books, a set of which would make an encyclopedia of photographic apparatus.

"The Amateur Photographers' Manual," published by the Seneca Camera Mfg. Co. is another excellent booklet.

The Kodak booklets are legion. They are all good, all cleverly written and beautifully gotten up. Their "Baby Book" and "Home with the Kodak" are very fine, with good pointers.

I have a couple of "Anseo" booklets which are particularly interesting.

Burroughs, Wellcome & Co. publish a large number of booklets, every one crammed full of knowledge—they deal with almost every phase of the art and are written by men who know. For information of chemicals for every kind of process these booklets are excellent. I was very glad to get the latest one: "Helps and Hindrances." Get that sure, and get "Self Help in Photography," also "Ways and Means in Photography."

"Hauff's Photo Handbook" is another mine of information—this delves deep into chemical mysteries and will delight the soul of the "heavy" workers.

The booklets published by the different lens manufacturers, rank at the top for beautiful works of art. These booklets give you information on the very finest of photographic art.

It is to your advantage to be familiar with the results of these fine lenses. You will be surprised at the number of your customers who will invest in a really good lens if you are able to explain and demonstrate its advantages.

Among others, the booklets of the famous Goerz lenses, and the Ross Homocentric lens, should certainly be in your folder.

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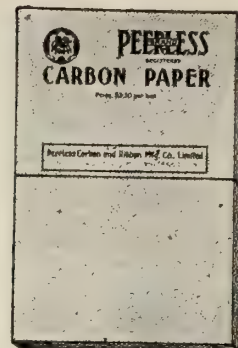
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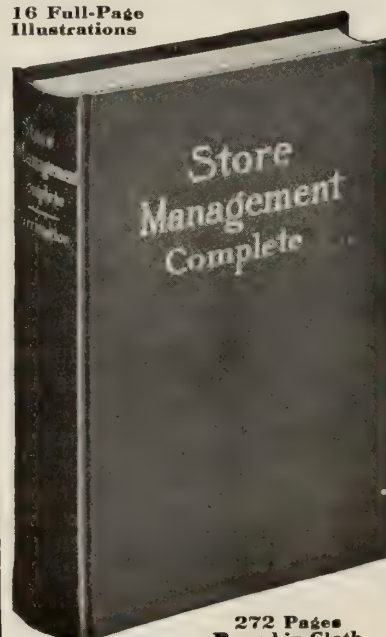
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By George Malleck.

Nowadays, it's the attractively trimmed store window that draws the crowds. It's the store with the inviting, engaging front that gets the business. Do you, Mr. Bookseller, look after this department of the business as well as you might?

One may pass dozens of stores without taking particular notice of any of the windows, simply because of the lack of distinctiveness in the display; just because of the stereotyped, slap-bang, ordinary method of showing the goods.

You can't follow such a method and attain any measure of success in this age of keen competition. So therefore, even if it does take time, even if it does require patience, do not let that hinder your efforts to make a good impression upon prospective customers. It is quite true that window trimming to-day is an art in a class by itself and in order to become a successful window trimmer, one must have good taste and an intelligent sense of efficient merchandising, backed up with a precious supply of patience. New ideas and tact in preparing displays so as to exhibit goods to the best possible advantage are necessary requisites.

To attract attention, it isn't necessary to heap a lot of articles in the window. For instance, take the displaying of books. As a rule, the bookseller in the small city or town, orders the newer books in small quantities. With every order, publishers usually send along literature and posters prepared at no small expense. Instead of hanging up all these posters inside the store, they would attract better attention if a few were pasted on the window in such a position as not to obstruct the view of the interior display. Build up a background of older books that you have had in stock in the same manner as you would postcards and in front of that place the books of the hour, displaying some in the jackets, others showing the cloth covers of the books, and others still showing type and illustrations.

If you would either yourself assume the task of dressing your window or assign the work to one bright clerk in the store, you would be sure to reap good results. The other employees of the store might submit ideas and suggestions, but the work should be left to one who should have considerable latitude for working out original ideas.

If you are going to be careless about the appearance of your window, you are going to lose considerable business, because passersby will not take the trouble to direct their attention to it, taking it as a foregone conclusion that it would contain nothing of interest to them.

Give your store such a reputation that people will instinctively stop at your window. Be first in showing the new productions in your line. Embody new and striking features in your display methods. Make your windows so interesting that when a man approaches the store the question will naturally arise in his mind: "Well, I wonder what's new in ———'s windows to-day?" Accomplish that desirable result and that man will almost invariably stop and look.



The Regina Bookshop devotes special attention to loose-leaf trade. A recent ad. pointed out to readers of the Regina newspapers that the loose-leaf idea now prevails in the making of ledgers of all sizes, minute books, real estate books, price books, memo books, calendars, stamp albums and photo albums.

"Canada! Fair Land of the Free." By Acheson Irwin. Acheson Irwin, Montague, N.S.

"Wisteria." By Neil Moret. Whitney Warner Publishing Company, New York.

"They Say They're Not Living Together." Words and music by A. Seymour Brown. Jerome H. Remick & Company, New York.

"That Tinkling Tango Tune." Words by A. Seymour Brown. Music by Albert Gumble. Jerome H. Remick & Company, New York.

"Elephant Rag." By Malvin M. Franklin. Jerome H. Remick & Company, New York.

"I Am Never Sleepy, Are You?" Words by Rufus G. Lathrop. Music by Estelle B. Stillman. Jerome H. Remick & Company, New York.

"Lovin' Child." Words by Stanley Murphy. Music by Henry L. Marshall. Jerome H. Remick & Company, New York.

"Moon-Path." By Gus Edwards and Louis Silvers. Jerome Remick & Company, New York.

"Rock-a-bye Abie." Words by Edward Madden. Music by Nat D. Ayer. Harry Williams Music Company, Inc., New York.

"Noreen." Words and Music by Bert L. Fulton. Whaley, Royce & Co., Limited, Toronto.

"The Song of the Heart." Words by Edgar Allen Woolf. Music by Anatol Friedland. Jerome H. Remick & Company, New York.

"Yale University March." By Mertie Bamber Bergen. Jerome H. Remick & Company, New York.

"Bad'ner Mad'lin." By Karl Komzak. Oliver Hawkes & Son, London, England, and Toronto.

"An Appli's the Cause of it all." Words by L. Frank Baum. Music by Louis F. Gottschalk. Jerome H. Remick & Company, New York.

"Just for Fun." Words by L. Frank Baum. Music by Louis F. Gottschalk. Jerome H. Remick & Company, New York.

"Rainbow Bride." Words by L. Frank Baum. Music by Louis F. Gottschalk. Jerome H. Remick & Company, New York.

"That Ragtime Suffragette." Words by Harry Williams. Music by Nat D. Ayer. Harry Williams Music Co., Inc., New York.

"Big Chief Alimony." Words by Harry Williams and Joe Young. Music by Bert Grant. Harry Williams Music Co., Inc., New York.

"Oomah: An Irish Love Song." By Agnes Grote-land. A. G. Copeland, Toronto.

"In My Garden of Eden for Two." Words and Music by E. Ray Goetz. Waterson, Berlin & Snyder Co., New York.

* * *

"Nothing new in music at present," said A. L. Davies, of Musgrave Brothers and Davies. "The Trail of the Lonesome Pine" is selling well and will be for some time."



MUSIC RECEIVED.

Glorious Days. Words by A. Brighten Salisbury. Music by Mark Strong. London: Joseph Williams, Limited, 2 shillings net.

This is one of the catchy love songs sung recently in the "Quaints" at the Scala Theatre, London.

In the Valley By the Sea. Words by Ruth Rutherford. Music by Fagan O'Brien. London: Joseph Williams, Limited, 2 shillings net.

A typical Irish love song.

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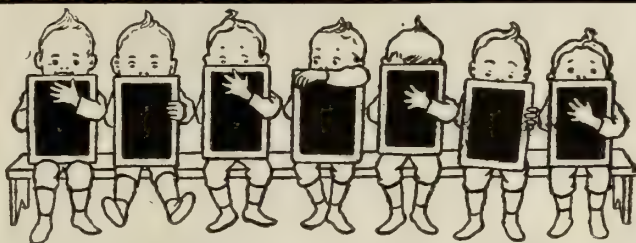
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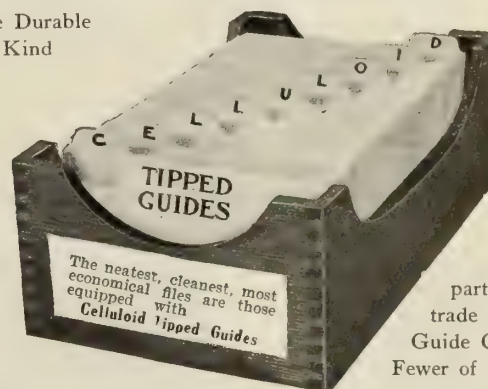
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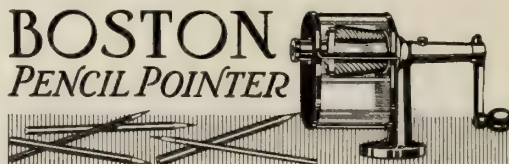
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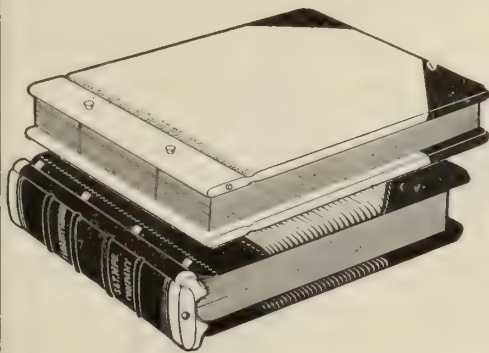
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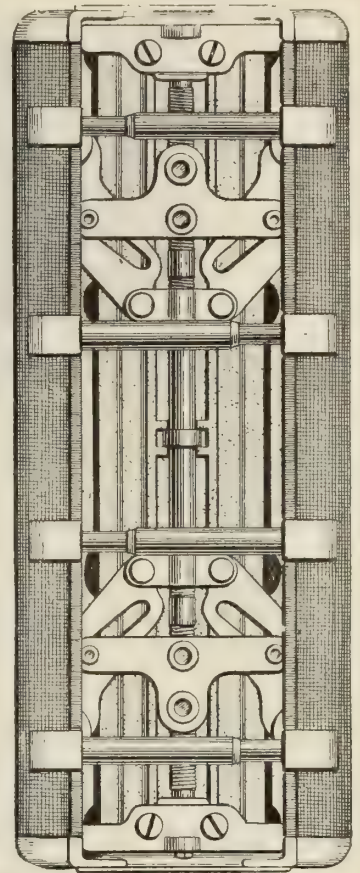
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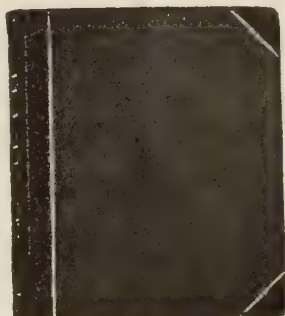
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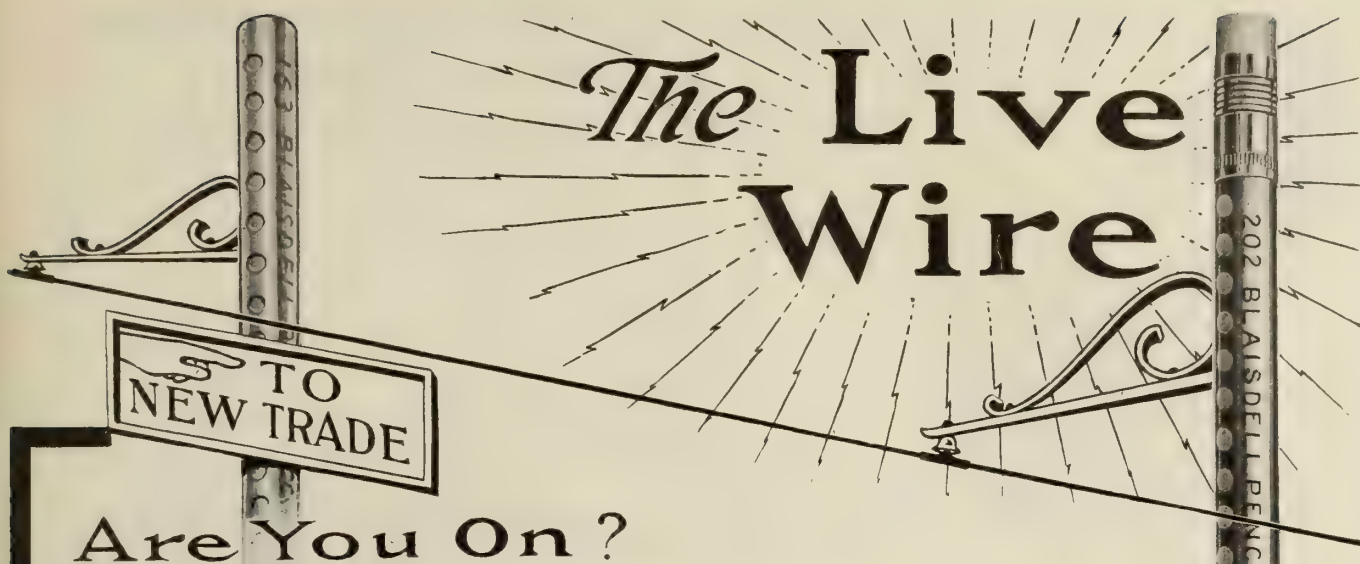
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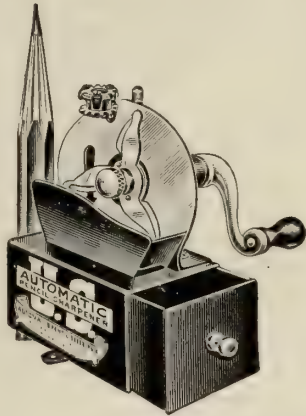
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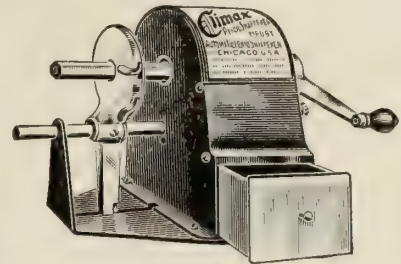
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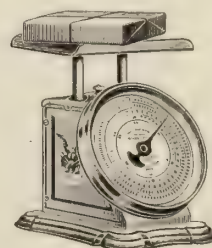
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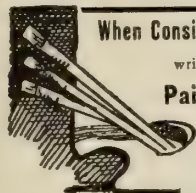
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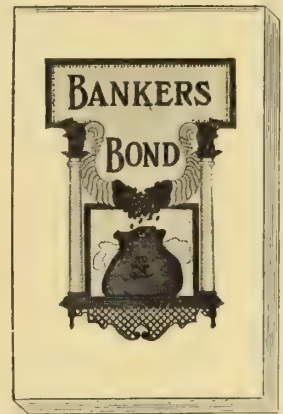
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VOL. XXIX.

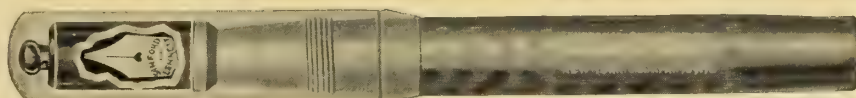
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No. 9

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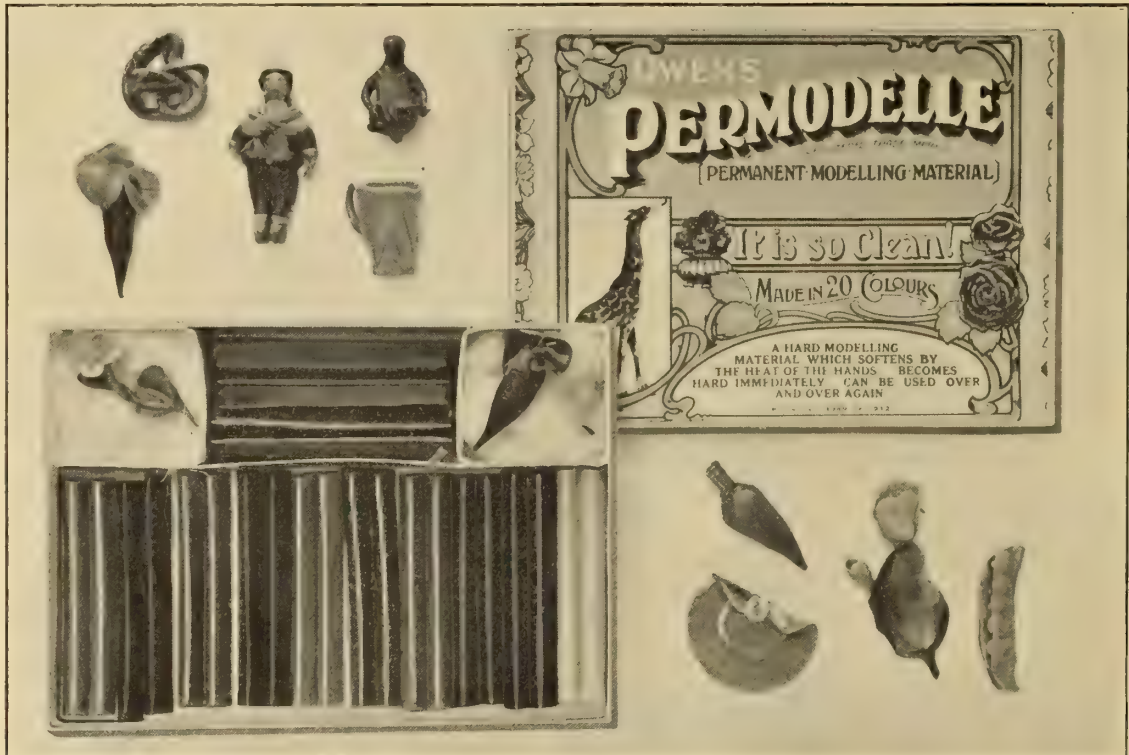
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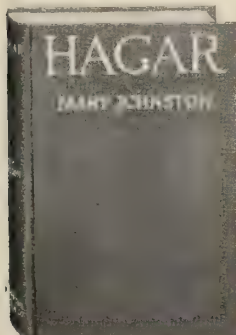


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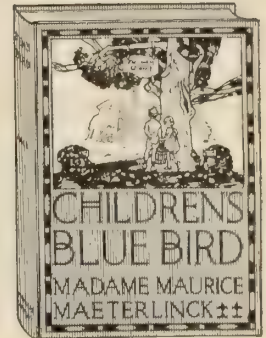
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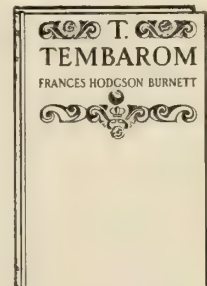
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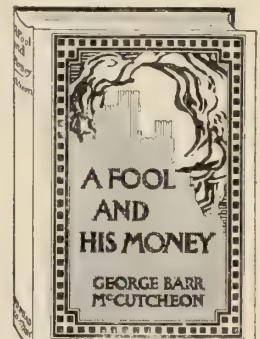


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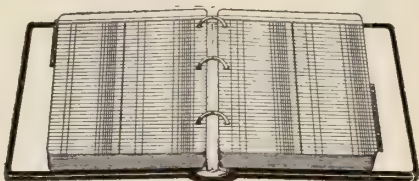
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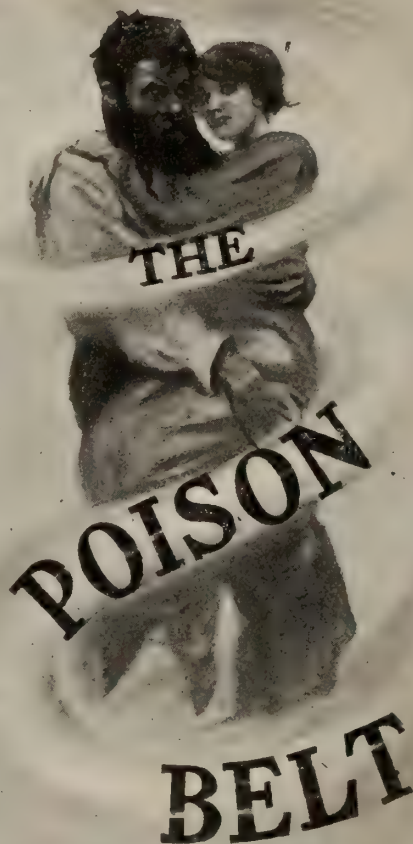
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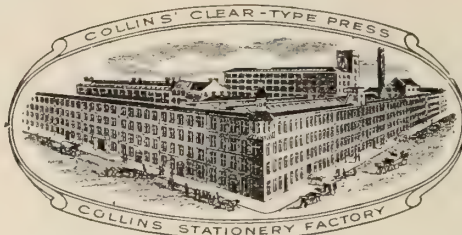
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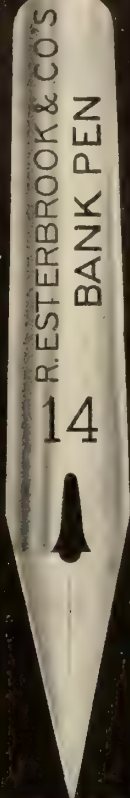
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The Life of the Fly.

By J. H. FABRE. Net \$1.50
Author of "The Life of the Spider."

The Real Canadian.

By J. A. T. LLOYD. Net \$2.50

When in the City call and see our new warerooms at 264 King Street West, a few minutes from the Union Station and immediately next to the Royal Alexandra Theatre.

McCLELLAND & GOODCHILD, Limited, Publishers, TORONTO

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THE ALBEMARLE LINE OF CHRISTMAS GREETING CARDS

The Place of Pre-eminence in Your Store

among greeting card publications will naturally be
given to **VALENTINE'S SAMPLE BOOK** of

PERSONAL CHRISTMAS GREETING CARDS

Because the utmost care has been observed in the production of
these cards with the idea constantly in view of including only

Cards That Will Appeal To Your Customers

The arrangement of cards is an important element in considering
the good points of this series, care being taken to avoid harsh con-
trasts that will jar the sense of beauty and destroy attraction. This
is carried out in respect to all the samples, from the least expensive
to the highest priced cards.

But the most important consideration is the maximum value we
offer—greeting cards of the highest merit at prices that challenge
comparison.

**To be sure that you will have a sample book of
the Albemarle Series send in your request to-day.**

The cards that will satisfy your customer and you.

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Montreal

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TWO BEST SELLING NOVELS

The Judgment House

By
Sir Gilbert Parker,
author of "The Weavers," etc.

Cloth, Illustrated,
\$1.50.

Second large
edition now
on press.



Reduced illustration from "The Sixty-first Second."

The Sixty-first Second

By
Owen Johnson
author of "Stover at Yale," "The Varmint," etc.

Cloth, Illustrated,
\$1.25.

An up-to-date
story of New York
Society.

SOME NEW BOOKS FOR THE FALL

FICTION	GIFT BOOKS	JUVENILES
<p>The White Linen Nurse, By Eleanor Hallowell Abbott, author of "Molly Make-Believe," etc. Illustrations that match the story. \$1.00.</p> <p>Notwithstanding, By Mary Cholmondeley, author of "Red Pottage," etc. \$1.25.</p> <p>Joan Thursday, By Louis Joseph Vance, author of "The Bandbox," etc. Illustrated. \$1.25.</p> <p>The Dark Flower The Love Life of a Man, by John Galsworthy, author of "The Patriarchian," etc. \$1.25.</p>	<p>A Girl's Life and Other Pictures 16 subjects in full color, by Harrison Fisher, 12½ x 18 inches. In box, \$3.50.</p> <p>The Little Gift Book 32 color subjects, by Harrison Fisher, 10¼ x 7 inches. In a box, \$1.25.</p> <p>Evangeline By H. W. Longfellow. Beautiful edition, with color illustrations. In a box, \$2.00.</p> <p>The Toiling of Felix By Henry Van Dyke, with 4 paintings in color, decorations, and letter text by Herbert Moore. \$1.50.</p>	<p>Hans Andersen's Fairy Tales 16 full-page illustrations in color, by W. Heath Robinson. In a box, \$3.00.</p> <p>The Patchwork Girl of Oz By L. Frank Baum, author of "The Wonderful Wizard of Oz," etc. Illustrated by John R. Neill. \$1.25.</p> <p>Kidnapped, Being the Memoirs of the Adventures of David Balfour. By R. L. Stevenson. 15 full-page illustrations in color by N. C. Wyeth. \$2.50.</p> <p>Bunnykins By Grace G. Drayton. Uniform with "Dolly Drake," etc. 50c.</p>

THE COPP, CLARK COMPANY, Limited, TORONTO

CANADA'S GREAT STATIONERY CATALOG NOW READY

EVERY CANADIAN STATIONER NEEDS IT

For many months experts have been engaged in the preparation of this new catalogue, the finest and most comprehensive that has ever been issued in Canada.

By the consistent use of this catalogue retailers will be enabled to do business to better advantage, the whole scheme of the catalogue being based on the idea of making it easy for them to quickly obtain complete and concise information regarding any particular item identified with the stationery trade.

An evidence of the care that has been observed in facilitating the use of this catalogue, is the system of indexing carried out, each item being tabulated under every index letter that applies. For instance, "Playing Cards" are found under both the letters "P" and "C" in the index. In this manner, the indexing ensures the finding of any article without prolonged searching of the index.

The same care has been observed in the preparation of the data concerning the different items and hundreds of illustrations still further assist the merchant to get an exact conception of the particular item dealt with.

Taken as a whole, the catalogue is so comprehensive in its scope and so efficient in its application that it will be, for years, a valuable reference for the retail stationers of Canada.

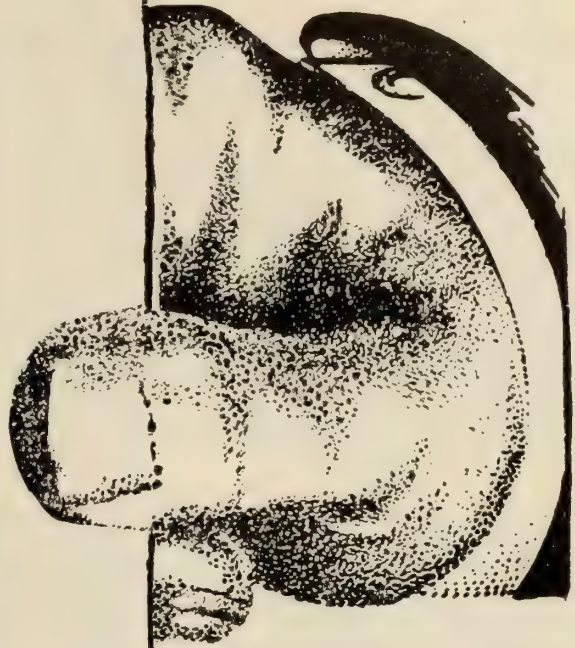
THE COPP, CLARK

495 to 517 Wellington Street West

EST UE

Stationery Catalogue

The Copp, Clark Co., Ltd.



Now a word about co-operation: The Copp, Clark Co., Limited, has expended much time and gone to big expense in producing this catalogue and it is the firm's desire that every stationer in Canada should have a copy and **use** it.

A copy will be furnished without cost to all the merchants whose names appear on our books. **New firms need only forward their request to bring a copy by return mail.**

The success of the mission of the catalogue hinges upon its use by the retailer. That is where the benefit to both comes in.

Supplementary Lists.

From time to time supplements to the general catalogue and special lists dealing with branches of the firm's business aside from the stationery trade proper, will be issued.

Among the latter is the recently issued catalogue of school publications and supplies. Just at this time, the latter will be found highly beneficial as a guide and a time-saver for dealers in their re-orders of school trade requirements.

SERVICE is the watchword with **The Copp, Clark Co., Limited**, the firm doing all in its power to ensure the prompt and intelligent filling of orders.

COMPANY, LIMITED

TORONTO, CANADA

NEW AND IMPORTANT BOOKS

Published by the House of Cassell

New Canadian Novel

Candlelight Days

BY
ADELINE TESKEY

\$1.25

The everyday life of early Canadian settlers has often been described, but the picture drawn by Miss Adeline M. Teskey in "Candlelight Days" has a merit and charm of its own. Perhaps this is due in some measure to the form which Miss Teskey has given her book reminiscences by an old settler of his life as a boy in the Niagara Peninsula. The period is well before Confederation, when slaves from the States took refuge in Canada, when the tide of Irish emigration to the west had well set in, and when cholera stalked abroad in the land. Little Peter Paul, the boy of those candlelight days, was the son of an English officer who, with his wife, came to Canada to take up land, and his simple narrative of events during the next few years gives a vivid idea of the early life and times. The life was not without its romance and tragedy certainly none the less interesting from the perfectly artless fashion of the telling.

—Montreal Star

A Big Canadian Story

BY
THEODORE G. ROBERTS

Two Shall Be Born

\$1.25

A tale of Canadian woods. David Westley, rich and idle, hears a report that the girl he is engaged to intends to marry another man. Sore and angry, he goes off into the woods, buys a huge tract of land and proceeds to develop it. He makes many friends and some enemies in his enterprise, and in spite of hard work and his intense interest in it he cannot forget his supposedly faithless love. The girl has the courage to follow Westley into the wilderness and clear up all misunderstanding.

Social Environment and Moral Progress

By Alfred Russel Wallace, \$1.00 Net

Panama: And What It Means

By John Foster Fraser, \$1.75

Motor Mechanics' Handbook

By F. Heron Rogers, A.M.I.M.E.

George W. Watson, M.I.M.E., 75c. Net

This book provides the "reason why" for every part and every action—or non-action—of motor machinery.

Thoughts and After-Thoughts

By Sir Herbert Beerbohm Tree, \$1.75 Net

In his new volume the famous lessee of His Majesty's Theatre may be regarded in a new role—that of a philosophical essayist. To the series of essays the author has brought all that brilliancy of witty epigram and shrewdness of observation which have characterized most of his public utterances.

Health and Common Sense (New cheap edition)

By Woods Hutchinson, M.A., M.D., \$1.00 Net

Woman, Marriage and Motherhood

By Elizabeth Sloan Chesser, M.B., \$1.75 Net

Dr. Chesser, who is one of the pioneers of the Motherhood movement, deals in this volume with marriage and motherhood from every possible point of view—sexual, hygienic, legal, political, moral, social, economic, industrial.

Australia—From a Woman's Point of View

By Jessie Ackermann, F.R.S.G.S., \$1.50 Net

A frank and fearless discussion of the social, political, and economic conditions in the Island Continent.

Illustrated with 64 full-page plates.

Railway Wonders of the World, Vol. I.

By F. A. Talbot, \$3.15 Net

With 12 Color Plates and Hundreds of Photographs

Mr. Talbot tells the enthralling story of the wonderful development of the railway since its advent, some hundred years ago. The plotting and building of the great railways makes a story of exciting adventure and of prodigious difficulties overcome, and the work is profusely illustrated with hundreds of unique and marvellous photographs of a realistic nature.

CASSELL and COMPANY, LIMITED

PUBLISHERS

55 BAY STREET, TORONTO

BLACKIE'S GOOD BOOKS



See our list from all
wholesale houses or
from Messrs.
Blackie & Son, Ltd.
Glasgow, Scotland

READY SHORTLY

STEPHEN LEACOCK'S MASTERPIECE

BEHIND THE BEYOND

Author of "Sunshine Sketches"

Price \$1.25 Net, Cloth Illustrated

BELL and COCKBURN

READY AUGUST 15th

JACK LONDON'S BEST

JOHN BARLEYCORN

Think of it! Here is Jack London, brawny world-rover, famous author, who has been acquainted with alcohol since the age of five; who in his teens bore the name of Prince of the Oyster Pirates, through outdrinking the toughest long-shoremen, who drinks to-day, as he himself admits, far more than is good for the physical and mental health of him, writing the grim, gripping story of how for twenty years against his will and wish liquor has been forced upon him, till now he is "possessed with the drinker's desire."

"John Barleycorn" will be more widely and eagerly read than any book Jack London has ever written.

Picturesque Wrapper.

PRICE \$1.30 Net

Well Illustrated

The Science of the Study of Men

¶ We are learning a new Science—the Science of the Study of Man. We must deal with men every day in every transaction, and we have discovered that there are too many failures, too many half successes, too much guessing at business principles and policies.

¶ We have turned our investigations and inquiries into the recesses of infinite space and everywhere we find activity, change, decay and evolution—all of which is a part of the great drama of material and energy, the growth and building up—the decay and the decline of planetary systems, worlds and suns.

¶ In the constellation of Orion, the great nebulous masses, we find on closer investigation to be worlds in embryo—that is, worlds in the earliest stages of their development. During the centuries gone we have learned that the conditions of life on our planet have entirely changed.

¶ We have determined that all animal and vegetable life will disappear from this planet in the final stages of its growth and decay, and that this process of change prevails throughout infinite space. These things are mathematically certain, and these processes are now easily discerned from our powerful telescope, aided by the use of the spectrum.

¶ But we are learning a new Science that is of greater importance than the science of astronomy or the science of mathematics. We must deal in this world with **material, merchandise, machinery and men**—and men is the last and greatest problem we have to analyze.

¶ Ninety-five per cent. of men at the age of sixty-five are either working for a daily wage or entirely dependent on someone else for their support. These men, after old age has overtaken them, present a sad picture, and there is nothing more pitiful than old men tottering along, living their last days in want, misery, sorrow and shame; men whose hair is touched with silver, trodding on to that of oblivion of mediocrity where the individual is submerged, where all individuality is lost.

¶ No one is prepared to say the final word concerning the correct training of men, but one thing we know quite well; they must be trained in the atmosphere in which they are to perform their work. Men are developed through responsibilities, through contact with everyday life. We learn as we go on, experimenting, and life itself is only an experiment, and as Leckey has said, "Over the evening of our dreams there steals the thought that we have been used by an Unseen Power for an Unknown End."

¶ Each of us offers the same old excuses, the same drivel, the same childish answers for laziness and indifference; the same paltry reasons for our indolent lives. Failures are about us everywhere; many of them the sons of successful men. Many have college educations, and on every hand we find men familiar with Latin, Greek, dead languages, and dead literature, whose lives are just as dead as the things they know.

¶ We have seen that many young men who are pursuing a course in Greek should be equipping themselves for the work of an architect. Oh! we may argue this way or that, but the figures stand. Ninety-five per cent. of men at the age of sixty-five are either working for a daily wage or else entirely dependent on someone for their support. It is in the laboratory of everyday life that we find the facts with which we must deal, and **the demand for men is universal and the supply is shamefully small.**

¶ So—we conclude that men in years to come will be compelled to make better use of their time in preparation and training, to give greater care to their health. And just here it may be well to point out that we find at last that sickness is not really necessary; that men were intended to be healthy and happy—that our sorrow and sadness and failure are largely the results of our sins, folly and neglect.

Efficiency

81 YEARS AGO

Henry Stephens invented an ink with the colour-matter in perfect solution & therefore fluid and pleasant to write with.

TO DAY with
numberless improvements —
the result of experience —

Stephens' Ink

is by far the most fluid and
reliable ink in the world.

W. G. M. SHEPHERD, MONTREAL, SOLE AGENT FOR CANADA

Any of the following Wholesale Stationers will be glad to supply you :

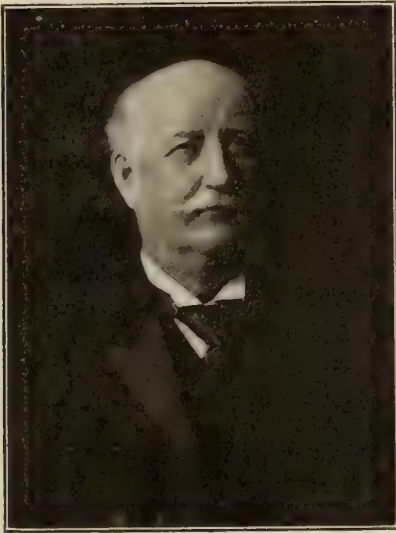
McFarlane, Son & Hodgson, Limited, Montreal
Brown Bros., Limited, - - - - Toronto
Buntin, Gillies & Co., Limited, - Hamilton
Clark Bros. & Co., Limited, - - Winnipeg

Smith, Davidson & Wright, Limited, Vancouver
J. & A. McMillan, - - - - St. John, N.B.
Barnes & Co., Limited, - - - St. John, N.B.
A. & W. McKinlay, Limited, - Halifax, N.S.

News of Interest to the Trade

Toronto Stationer Honored.

W. J. Gage, head of the stationery house of W. J. Gage & Co., and founder of the National Sanitarium Association, has received official notice that his Majesty the



W. J. Gage.

King has approved of his appointment as a Knight of Grace of the Order of the Hospital of St. John of Jerusalem.

A. H. Speer has gone from Vernon to Victoria, B.C., assuming charge of the Victoria branch of the Modern Office Supply Co. to the coast.

L. E. Moon, of the Ware Stationery Company, Moose Jaw, Sask., was a business visitor in Toronto during the week of August 11th.

G. E. Copeland, bookseller and stationer, is first vice-president of the Windsor branch of the Retail Merchants' Association of Canada.

As usual, W. J. Gage & Company will have their exhibit of Holland Linen and Gage's Kid Finish stationery in the Main Building at the Toronto Exhibition.

New branches of the Retail Merchants' Association of Canada have recently been formed at Waterloo, Windsor, Wallaceburg, Petrolia, New Market, St. Mary's and Aymer.

M. G. Hay, sales manager of the Copp Clark Co., has just returned from a three weeks' vacation trip in the West. He took occasion to visit members of the trade in Calgary, Edmonton, Moose Jaw and Winnipeg, and is optimistic as to the coming season's trade. In Calgary and Edmonton, particularly, healthy trade conditions are obtained.

Montreal, July 20.—Trade conditions here are in a satisfactory condition, the wholesale stationers without exception, reporting that business throughout the East is ahead of last year. There is no disguising the fact that matters have been in rather a bad way in the west. However trade conditions there are now showing considerable improvement and that this tendency will continue is indicated by the satisfactory reports coming from the west as to this year's crop prospects.

The C. W. Sherwood Co., of Regina, will open a large new department store in that city. The departments devoted to books, stationery, souvenir goods, leather goods and toilet accessories are to be situated on the ground floor. The new store will open for business on October 1st.

The new Reid Building at 264 King Street West, Toronto, is the new home of three Toronto publishers who formerly occupied the premises at 42 Adelaide Street West. They are McLeod and Allen, McClelland and Goodchild, Limited, and A. Roy MacDougall and Company.

The new building is an extension of the Reid Block at the corner of Duncan and King West, and is an imposing five-storey structure of red brick. It will be completed in September, the passenger elevator and electric fixtures having yet to be installed.

The ground floor is occupied by McLeod and Allen. McClelland and Goodchild are the tenants of the second flat, while A. Roy MacDougall and Company occupy the floor above that.

The new premises are a vast improvement over the old quarters. There congestion was manifesting itself for want of space, whereas the new building finds them comfortably situated with ample room; the floor area in all cases being double that formerly used. Where daylight was dull and restrained, there is no obstacle here to obstruct the entrance of light. The cramped quarters, piled up with books, are conspicuous by their utter absence, being replaced by well furnished and better warehouse equipment.

The business department of McLeod and Allen, including the private offices of Mr. McLeod and Mr. Harris are finished in fumed oak, while the private sanctums of Mr. McClelland and Mr. Goodchild are partitioned with frosted glass of ornamental design. The stenographers perform their work in a separate department, while the bookkeepers' office is in a similar distinct section. Like the offices, the sample room is of fumed oak finish. A. Roy MacDougall & Company's office furniture equipment is of oak. They are especially proud of the spacious new sample room, the interior display of which has just been completed.

S. B. Gundy, publisher in Canada for Humphrey Milford of the Oxford University Press, now occupies the whole of the ground floor of the Clarendon Building.

The front portion of the wall separating the space formerly occupied and that recently vacated by the Baptist Book Room, has been torn down and the business offices are now situated in the fore part of that section, while on the other side liberal space has been devoted to a sample room which has been attractively fitted up. With a judicious placing of tables on raised platforms, together with the bunks existing in the space previously occupied, a most efficient placing of stock has been made possible and the greatly increased space will permit of the handling of the firm's growing business to much better advantage.

The whole of the second flat of the Clarendon Building, the ground floor of which is occupied by the Oxford University Press, will be the new home of Menzies & Co., who will shortly remove from their present premises at 152 Pearl Street. The new quarters will give the firm considerably more space and another important advantage will be the more central situation.

The MacLean Publishing Company

LIMITED

JOHN BAYNE MACLEAN - - - President
H. T. HUNTER - - - General Manager
PUBLISHERS

Bookseller and Stationer

and Office Equipment Journal

ESTABLISHED 1885.

FINDLAY I. WEAVER - - - Manager
CABLE ADDRESSES

CANADA: Macpubco, Toronto. ENGLAND: Atabek, London, Eng.
OFFICES

Montreal 701-702 Eastern Tp. Bk. Building. Phone Main 1255.
Toronto - - - 143-149 University Avenue. Phone Main 7324
Winnipeg - - - 34 Royal Bank Building. Phone Garry 2313
Vancouver, B.C. - - - H. Hodgson, 18 Hartney Chambers
London, Eng. E. J. Dodd, 88 Fleet St. E.C. Phone Central 12960
New York R. B. Huestis, 115 Broadway, N.Y. Phone Rector 2009
Boston - - - Room 643, Old South Building, Phone Main 1024
Chicago A. H. Byrne, Suite 407 Marquette Bldg., 140 Dearborn St.

SUBSCRIPTION

Canada, \$1; United States, \$1.50; Great Britain and Colonies, 4s.
6d.; elsewhere 6s.

PUBLISHED MONTHLY.

INITIATING SALES.

Now that the holidays are practically past everybody will be ready to "get down to cases" and in that general movement the bookseller and stationer has the opportunity of considerably adding to his sales. Of major importance of course at this time is the school opening trade and naturally the dealers are bending their efforts toward making the most they possibly can of the harvest which school opening brings them. It is the very fact that school trade transcends all other departments of the business at the beginning of September, that tends to blind the average stationer to the opportunities afforded him for selling office supplies at a time when professional and business men are getting back to their offices after the summer vacation. It is a time when these men are full of energy and enthusiasm and naturally a good time for interesting them in new office supplies, not only additional equipment to that with which they have been working, but in the replacing of articles really ripe for the scrap heap. Many a man worries along and handicaps himself by using an old file or some other device which is suffering from general debility, being in imminent danger of disintegration or collapse and all that is required is a suggestion from a live salesman to secure an order. It is the man with initiative that corrals business of this sort. Be a hustler!

REMEMBER CUSTOMERS' NAMES.

The faculty of remembering names and faces is a valuable one for retail dealers and salesmen. It is a valuable asset for the specialty man, for he gains a certain advantage over the big store in personally knowing his customers.

Many clerks find it difficult to remember customers sufficiently well to call them by name on entering the store, but this quality can be aided and developed by the use of memorandums, which will help the memory.

It is a good plan to jot down a few notes after the customer leaves and while fresh in the mind as to certain characteristics of his or her appearance and the name. A pad or note book and pencil always at hand will serve a valuable purpose in assisting the memory on such things and will repay for the trouble many times over.

Most clerks are well posted on prices and qualities, but fail to recognize a customer by name, and the advantage

of greeting the visitor as though you considered him a personal friend goes a long way in holding his trade. Care must be taken to avoid undue familiarity and opportunity, but to greet the customer by his name when he enters your store is the best preparation for a sale.

INDIVIDUAL SOLICITATION.

A German authority urges that the sending en masse of catalogues is less effective for the opening of new relations than the handling of customers by individual correspondence, through which means special requirements can be more appropriately dealt with. Once a customer feels he is meeting with special attention, he is thereby induced to become a regular purchaser. This result can only be achieved, it is claimed, by individual work.

USING THE TELEPHONE.

New business can be created by the judicious use of the telephone at less expense than any other promotion methods save that of the personal solicitation of people coming into the store. But the merchant should establish the proper relationship with people before adopting this scheme. He should set out in a systematic manner to build up a "telephone list." Broach the subject to people when they are in the store. Offer to keep them posted on new books for instance. Be careful, however, to assure them that they are to feel under no obligation to buy, but that you feel that in the long run this service on your part will benefit you. It is most important that the "grasping" spirit should be utterly avoided because that, instead of improving connections with certain desirable customers, will have the opposite effect. The policy of "forcing sales" may look like good business at the time but ultimately it will be found that the better method is to give first consideration to creating confidence which will turn the casual caller into a regular customer. After that stage has been reached it will be an easy matter to interest such a customer in your "telephone list."

SCHOOL SUPPLIES.

Wholesalers of school supplies report that they have had an excellent season. School supplies are staple and are naturally seasonable; yet, in addition to the advantage of quick sales during a limited period, they bring children into the store, thus playing an important part in the building up of future business.

These lines furnish excellent features for seasonable advertising, and their importance for this particular use cannot be overvalued.

Not grown-ups alone read ads. nowadays. Children read them and call their parents' attention to the items described or pictured which are of particular interest to them in their work or recreation.

TO BE A GOOD SALESMAN.

Carrying a grip isn't all there is to being a salesman.

Ever watch a man in a ditch? It's that little turn of the shovel at the end of the throw that lands the dirt just where he wants it.

Ever watch a sure-enough salesman at his work? It's

that little something—often indescribable—at the end of his “spiel” that clinches the order and lands the sale.

But you can't buy these clinches for \$1.98 at the bargain counter. Each one has to be like a tailor-made suit—built to fit. What will be effectual with one salesman will fall flat if sprung by another. What will move one customer won't even touch another.

“Let us have the conclusion of the whole matter.” Study—and learn to know—yourself, your line and your particular customer. Then out of your three-fold knowledge, forge a symmetrical whole, fitting each part into the other, and finish it off with one of those clinches built to fit. But in so far as you omit any of the three factors, in just so far will you injure your chance of success in any given case and lower your average in the long run.

Don't be satisfied to simply carry a grip.



A COLLECTION LETTER.

To smooth the puckered brow of the merchant who wants his money but fears that he may offend customers who owe him money, a member of the National Association of Credit Men of the United States recently submitted the following as a successful collection letter:

“Small bills, however trifling when considered singly, in the aggregate form a sum so large that the withholding has ruined an otherwise prosperous business. Happy is he who will cheerfully perform the duty of the moment, whatever it may be.”

“The above fact has appeared on our statements for many years; occasionally, however, some of our friends overlook that plain duty, the doing of which would make things pleasant for us all.

“Have you ever calculated how many thousands of dollars of accounts a single ten-dollar bill will pay, if ‘sent on its way rejoicing?’

“We find you are overdue to us for an account of \$——, and if you will kindly read over the motto above and will then send us your check, we promise to ‘push it along’ that it may do as much good to the other fellow.

Now, one good, strong pull—pull altogether.”



ARTISTS' MATERIAL.

Now that competition is keener than ever, and promises to become still keener, the stationer can ill afford to neglect any means of augmenting his income. Many stationers give little or no attention to the numerous side lines to which they might well devote time and space, though with a little care these can be made to pay well.

One suburban stationer said recently that were he to abandon side lines he would have to shut up shop. He has made a careful study of the subject, and has discovered which of these side lines remunerates him best. Of course, as he remarked, the neighborhood and one's class of customers must be duly considered before laying out money in the purchase of the necessary stock.

Among others the trade in artists' materials is well worthy of attention, and is profitable withal. Necessarily good judgment is needed when stock is selected. If practicable it is advisable to purchase one of those cabinets for holding oil and water colors and other materials, sent out fitted by the principal wholesale houses. Such a line, however, necessitates more capital than every trader may have at his disposal for a single branch of his business, as the cost would run to from \$200 to \$250, according to the

character of the fittings in; but for \$100 or less, a good general selection of artists' materials may be stocked in the ordinary shop drawers and glass cases.

Whether the assortment be large or small, it should be of a varied character. Commencing with cheap colors, those selling at a penny leave a first-rate profit; plenty of these should be laid in, with a note made of the fact that the bright cakes sell best. Then there should be brushes in variety, of all sizes; crayons, black and colored; crayon holders, pencils of various kinds, including those with tinted leads; T squares, sets of angles, drawing boards, mathematical instruments, Bristol and other boards, cart-ridge and drawing papers, sketch blocks and books, drawing pins, indiarubber, and many other articles included in the current trade lists, not forgetting the china goods of the saucer and palette type. The kind of stock indicated has the advantage of keeping well if only proper fixtures or cases are provided for its reception. The better class of colors, prepared in oil, or moist and solid for water-color painters, forms the most paying and saleable section of this department. A little of everything, and that little of the very best kind, ought to be kept, and when tubes, cakes, or pans are sold there ought to be no delay in replacing them. Several houses of high repute furnish all that is needed, and their lists ought to be carried.



THE MAKING OF CHANGE.

The making of change is an important one from the clerk's standpoint so that the following from a clerk in a Toronto store will prove interesting:

“When making a cash sale and a bill is tendered and change is necessary, the clerk should always mention the size of the bill to the customer, saying \$1, \$2, or \$5—whatever the case may be. On returning change it should be counted into the customer's hand, starting at the amount of purchase; there are a great many benefits in this custom for both clerk and customer. A clerk, in taking an order from a customer, to be delivered, should call back each article as written down—the quality and the amount.

If there are different brands, like envelopes, pens, etc., it is policy to mark plainly. You may not fill the order yourself and even if you do, it is poor policy to trust your memory when not necessary and you are likely to be very busy.”



POINTED EDITORIALS.

Keeping expenses down is one of the secrets of successful business men.

* * *

Hoping alone does not avail much in business. Planning and working are necessary to get results.

* * *

People naturally buy attractive displayed goods. Every available spot should be utilized without crowding.

* * *

Every week from five to seven thousand people enter Winnipeg—the gateway of the west—hunting for new homes. That is one good reason for the optimism of Western men.

* * *

It does not take the labor union long to see that a politician or a newspaper takes back an adverse rash statement. Why should not the retailers' association be in the same situation?

Originality is a good feature of ad.-writing. But you can always get too much of a good thing.

GOOD ADVERTISING



You are all familiar with "There's a Reason" as associated with C. W. Post's "Grape Nuts" which along with Dr. Kellogg's products have gone so far in making Battle Creek, Mich., a famous town.

Oh, there's a reason all right!

Just ruminate a bit—con over the problem and then answer the question, "Does advertising pay?"

Post invests \$1,500,000 a year in advertising and in a recent signed article he said among other things:

"I know of no better way to sell goods than by advertising, having adopted that plan and worked it out to a practical conclusion, and thus having acquired a little money for a rainy day, and a sort of an individual old age pension, I think it is safe to allow the reader to decide 'what advertising has done for me.'"



THE NON-ADVERTISER.

The man who does not advertise simply because his grandfather did not, ought to wear knee breeches and a queue. The man who does not advertise because it costs money, should quit paying rent for the same reason. The man who does not advertise because he tried it and failed, should throw away his cigar because the light went out. The man who does not advertise because he doesn't know how himself, ought to stop eating because he can't cook. The man who doesn't advertise because somebody said it did not pay, ought not to believe that the world is round because the ancients said it was flat.



IDEAS FROM DEALERS' ADVERTISEMENTS.

A good idea for wallpaper advertising was afforded in a recent advertisement by Robert Duncan & Co., of Hamilton. The space used by this firm in the daily papers of that city is not a large one, but it is used most effectively—copy being changed every day.

Clifford Sine, of Gananoque, is one of the booksellers and stationers who devotes special attention to wallpaper and in a recent three column six newspaper ad. about wallpapers included a reference to Stick Fast Paste Powder for making paste with cold water, urging its use for hanging wallpapers.

As a special wallpaper inducement The Hammond Stationery Co., Moose Jaw, Sask., advertised: "For this week only, your choice of 12 of our regular 25c papers for 15c. Designs suitable for any room in the house."

Foster, Brown & Co. change their newspaper ads. regularly and by devoting attention to each new book in turn obtain effective publicity for them that cannot fail to stimulate interest and create sales.

In his regular newspaper advertising, A. H. Jarvis, of Ottawa, recently featured books on Astronomy with

special prominence given to certain titles including "Curiosities of the Sky," "Astronomy with the Naked Eyes," "The Friendly Stars and Round the Year with the Stars." Another ad. was devoted to Books for Art Lovers.

Everything You Use

IN YOUR OFFICE

You can order all your office supplies from us and get them at first cost. We give you information necessary to classify, simplify and systematize your business and office work.

Our Specialties

Blank Books,	Desk Lamps,	Wardrobes,
Loose Leaf Ledgers,	Cuspidors,	Book Cases,
Synoptics,	Fireproof Steel Safes,	Legal Blank Cabinets,
Typewriter Supplies,	Book Trucks and Busses,	Letter Filing Cabinets,
Protectographs,	Office Chairs, all kinds,	Document Filing Cabinets,
Travelling Cases,	Flat Top Desks,	Voucher Filing Cabinets,
Stamp Mixers,	Roll Top Desks,	Card Index Cabinets,
Loose Leaf Memo Books,	Juilt-up Sectional Desks,	Sectional Cabinets,
Joint Stock Company Supplies	Standing Desks,	Upright Cabinets,
	Typewriter Desks,	

WRITE US NO MATTER WHAT YOU
NEED IN OFFICE SUPPLIES

The Willson Stationery Co., Ltd.

Office Outfitters, Legal Stationers and Printers, Embossers, Lithographers, Book Binders and Rulers

Dealers in High Grade Office Furniture, Wood and Steel Filing Equipment.

1807-9 CORNWALL ST

MASONIC TEMPLE

REGINA, SASK.

A Western firm's effective advertisement of office specialties.

Thompson's Bookstore, Seaforth, featured leather goods in a recent newspaper advertisement, listing handbags, ladies' card cases, music rolls, bill folds, letter cases, pocket books and tray change purses.

Here is a list of books displayed in panel form in one of the recent ads. of one of the Toronto department stores:



BOOKS FOR THE TOURIST.

A satchel guide for the tourist in Europe, by W. J. Rolfe, leather cover, convenient size, \$1.65. Planning a Trip Abroad, by B. Jackel. Cloth, 75c. A Wanderer in Paris, by Lucas. Cloth, \$1.25. A Wanderer in Holland, by Lucas. Cloth, \$1.25. Baedeker's Guide to Great Britain, \$3.00. Baedeker's Guide to London, \$1.80. Baedeker's Guide to the Mediterranean, \$3.00. Baedeker's Guide to Paris, \$1.80. Baedeker's Guide to the Rhine, \$2.40. Baedeker's Guide to Berlin, 90c.

Developing the Office Furniture Trade

Practical Suggestions.

Office furniture is fast coming to be an important line with stationers and one of the particularly satisfactory features of adding this department is that it materially increases the average of prices realized on individual sales, giving the stationers' business a better balance. In former years before the advent of the many modern office devices, some of which run into goodly figures, the business of the stationer was largely restricted to small merchandise, meaning inordinate effort and an unduly large number of sales in order to achieve commercial success. But now that these merchants have a widened field, with openings ever presenting themselves for sales of office devices sometimes running into many dollars, with a consequently increased ratio of profit rewarding the merchant's endeavors, his lot is a much happier one.

As has been said, the number of office equipment dealers including office furniture in their lines, is continually increasing.

Some good advice for developing this field was given in "Office Appliances" including the following:

Here is a suggestion which not a few dealers have found of advantage. It is nothing less than to use sectional display cases for showing goods. Where sectional bookcases are handled, these display cases are silent salesmen for the line. And in any event, they are useful, because they afford a means of showing the stock enclosed in them, preserving it at the same time from an undue accumulation of dust.

Keeping a definite record of live prospects is something not all dealers do. Such a record, added to by inside and outside salesmen from time to time supplies a most valuable mailing list if carefully checked up from time to time, and affords in the course of time a source of business which develops into regular trade. Such a list grows from year to year and in a very short time develops into a profitable asset.

One of the leading houses at Lincoln, Neb., instructs its salesmen to jot down the names of business and professional people who call each day. The salesman tells the customer: "From time to time new things are produced in office furniture. You will undoubtedly want to know about them. If we have your name when the new appliances come in we will drop you a card telling you about them." It's a case of personal interest and will appeal to the up-to-date business man.

A leading dealer of Grand Rapids goes after the doctors and the lawyers by means of folders showing office furniture and supplies of interest to them. Dentists are also included in this mailing list, which is very successful in producing results. He recommends reaching architects and real estate men in the same way. The folders used should be simple, should bear illustrations where possible, and should state in concise language all the essential details the customer would naturally want to know.

A Stockkeeping Suggestion.

An experienced office furniture man advised that the card catalogue be used for keeping track of stock. He has described a practical method in the following words:

"The cards that the stock record is kept on should be made up one-fifth cut and in two colors, using one color for mahogany and mahogany finish and the other for oak. This card should be ruled vertically, with the lines about five-eighths of an inch apart, which would give twelve columns in all. Then, starting at the left hand side

of the card, there should be printed at the top of each column, 'Date Received,' 'Quantity Received,' 'In Stock,' 'Sold,' taking up the first four columns, and then this same heading twice again in the next eight columns, making the card complete. The tab or one-fifth cut at the top of this card is for the number of the article, which can be written on by the stock man with a pen, and also the finish and size under this below the tab. In entering stock on a card of this kind you put down the date the goods were received in the first column, quantity received in the second and how many that makes in stock in the third. Then when any of this number is sold and is being entered off, just write in the fourth column how many sold, subtract this from the number in stock and put down the remainder in the stock column. This is an extremely simple way of keeping stock, but it is absolutely accurate and does not require an expert to handle it."



REBUILT TYPEWRITERS.

In the United States an enormous business is done in rebuilt typewriters, many companies devoting their entire energies to rebuilt machines. Comparatively little footing has as yet been obtained in this business in Canada, but it is bound to come and Canadian stationers should corral it. Rebuilt machines are to be obtained which are in such excellent appearance and condition as to defy detection from new machines, excepting by experts. The rebuilt machines from reliable houses give excellent satisfaction, and it would be hard to find other lines which offer such promise of building up a large and profitable trade that will stand comparison with the rebuilt typewriter field. The average stationer can handle these rebuilt typewriters with profit to himself and convenience to the community in which he resides. On every hand evidence of this may be observed. Stores for the selling of rebuilt typewriters are springing up on all sides in New York City and the plan will soon spread. If they were not profitable these stores would not be started.



SHOW MORE, SELL MORE.

A dealer in one of the large cities says that the more office furniture he shows the more he sells. "It is a high tribute," says he, "to the increasingly excellent quality of office furniture that actual inspection of the goods is the strongest selling argument the customer can have. Even a small stock, well displayed, will pull more sales than cataloging, in the long run. A few groups, arranged according to use—a few chairs, a table, a cabinet and a stenographer's desk, for instance, grouped around a roll-top as a centre-piece—make an excellent opening wedge for window display."



DECIDE AND THEN ACT.

Take time to decide, to plan, to think out your way. But when once you have reached your decision, act promptly. To hesitate after your mind is made up, is to invite the vacillation which as much as any quality that can be named, interferes with success. Swift action, following on deliberate judgment, characterizes those who make their mark. The one who decides and then waits becomes the dawdler from whom nothing is to be expected.—



Books

List of the Best Selling Books

Checked Up from Returns Submitted by Representative Booksellers — Reports of Publishers' Best Sellers.

Best Sellers in Canada.

1. The Inside of the Cup. (Winston Churchill).... 150
2. The Amateur Gentleman. (Jeffery Farnol) 143
3. V. V.'s Eyes. (H. Sydnor Harrison) 90
4. Heart of the Hills. (John Fox, Jr.) 70
5. The Judgment House. (Gilbert Parker) 66
6. The Happy Warrior. (A. S. M. Hutchinson) 27

Best Sellers in England.

1. The Headquarter Recruit. (R. Dehan)
2. Japonette. (R. W. Chambers)
3. An Average Man. (R. H. Benson)
4. The Follits of Redmarley. (L. Allen Harker)
5. Eldorado. (Baroness Orczy)
6. Sandy's Love Affair. (S. B. Crockett)

United States Best Sellers.

- | | Points. |
|--|---------|
| 1. V. V.'s Eyes. Harrison..... | 267 |
| 2. The Inside of the Cup. Churchill..... | 219 |
| 3. The Judgment House. Parker..... | 85 |
| 4. The Amateur Gentleman. Farnol..... | 82 |
| 5. The Heart of the Hills. Fox..... | 76 |
| 6. Pollyanna. Porter | 71 |

Publishers' Best Sellers.

Bell and Cockburn.

1. Stella Maris.
2. Old Adam.
3. Fortitude.

William Briggs.

1. V. V.'s Eyes.
2. The Little Grey Shoe.
3. Degarmo's Wife.

Cassell & Co.

1. Two Shall Be Born.
2. Red Harvest.
3. Candlelight Days.

Copp, Clark Co.

1. The Judgment House.
2. The Southerner.
3. The Knave of Diamonds.

Henry Frowde.

1. Greater Love Hath No Man.
2. Bobbie.
3. Master of the Oaks.

Hodder & Stoughton.

1. The Law Bringers.
2. Eldorado.
3. The Outlaw.

Thomas Langton.

1. Laddie.
2. Within the Law.
3. Sylvia.

Macmillan Company.

1. The Inside of the Cup.
2. The Crock of Gold.
3. The Great Gold Rush.

McLeod & Allen.

1. Parrott & Co.
2. Heart of the Hills.
3. The Penalty.

McClelland & Goodechild.

1. Widecombe Fair.
2. Miss Mystery.
3. Creeping Tides.

Musson Book Co.

1. The Amateur Gentleman.
2. The Mating of Lydia.
3. The Open Window.

AN UNUSUAL LIST.

Among the returns of best selling books which Bookseller and Stationer receives each month from booksellers in different parts of Canada, fiction naturally predominates, but observe this return received from a Toronto bookseller:—

1. Surface Markings. Rawlings.
2. Cost Data. Gillette.
3. Prospectors' Handbook. Anderson.
4. Virgil. (Interlineas.) Gibson.
5. Care of Children. Holt.
6. Rest and Pain. Hilton.

This is a good illustration proving the fallacy of the plea frequently made by booksellers that they cannot do anything in the sale of books other than fiction and of gift books at the holiday season. Yet, there are dealers who do quite an extensive business by systematically going after orders for books of special classes. In the educational field, for instance, the bookseller even in the small town should not rest satisfied with simply supplying the call for public school books. Even in cases where there are no Collegiate Institutes in the town, the home dealer, by intelligent and determined efforts, can hold the trade of the children of the home town who have to go away to school or college. Get a thorough hold on your trade. Show people that you appreciate their support. Here's where the lie can be given to the frequently heard expression of some "know-it-all," that there's no sentiment in business. Friendship counts mightily. True, there are some people who would double-cross even a brother merchant for fear the latter might become unduly prosperous, but, fortunately, these anachronistic individuals are comparatively scarce. The majority of men are members in good standing of the universal brotherhood of man and consequently their good offices may be depended upon if they are properly approached.

Therefore, Mr. Bookseller, work on that theory and practice it, too. Help your neighbor and he will help you. Let the full sense of the value of such team work

be fully impressed upon you, then help it along and let it have full sway. Your business will grow and avenues of development will open up that are forever shut to the narrow-gauge man who is content to mope along in the same old rut that gradually dulls his senses, destroys all initiative and marks him for the "also ran" class of merchants.

Take a day off and go fishing. Con these things over "between bites." The holiday will do you good, and you'll come back the next day with ideas well thought out that will help you to put more life into the book business.



Record of Copyright Books

Published in Canada.

Fiction.

- Crock of Gold, The.** J. Stevens. Toronto: Macmillan. Cloth, \$1.25.
- Double Life of Mr. Alfred Burton.** E. Phillips Oppenheim. Toronto: McClelland & Goodechild. Cloth, \$1.25.
- Donovan Pasha.** Sir Gilbert Parker. Toronto: Copp, Clark Co. Cloth (Reprint), 50c.
- Eldorado.** Baroness Orczy. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- Fairweathers, The.** Annie S. Swan. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- Great Gold Rush, The.** W. H. P. Jarvis. Toronto: Macmillan. Cloth, \$1.25.
- Inside of the Cup, The.** Winston Churchill. Toronto: Macmillan. Cloth, \$1.50.
- Joyous Gard, The.** A. C. Benson. Toronto: Musson Book Co. Cloth, \$1.00.
- Laddie.** Mrs. Gene Stratton-Porter. Toronto: Thomas Langton. Cloth, \$1.25.
- Open Window, The.** E. Temple Thurston. Toronto: Musson Book Co. Cloth, \$1.25.
- Rising Dawn.** Harold Begbie. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- Romance of Ali, The.** Eleanor Stuart. Toronto: Musson Book Co. Cloth, \$1.25.
- Sin of Eve, The.** May Edgington. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- When Love Called.** A. W. Marchmont. Toronto: Hodder & Stoughton. Cloth, \$1.25.

Non-fiction.

- History of Cavalry, A.** Col. G. T. Denison. History. Toronto: McClelland & Goodechild. Cloth, \$2.50.
- Making the Farm Pay.** C. C. Bowsfield. Agriculture. Toronto: McClelland & Goodechild. Cloth, \$1.00.
- South America.** J. Bryce. Toronto: Macmillan. Cloth, \$2.50.



Books Received

Minimum Wage and Syndicalism. By Hon. James Boyle. Cincinnati: Stewart & Kidd. Cloth \$1.00.

The book deals with two great subjects which have suddenly precipitated themselves upon public opinion. There is a marked lack of popular information regarding them. While there is no existing relation between the two, they are both phases of the one overwhelming and disturbing problem of the times—the world-wide unrest and discontent with economic and social conditions. The keynote of this book is an impartial exposition rather than an argument.

As an acknowledged authority on International Socialism, Mr. Boyle is peculiarly qualified to expound the mysteries of that startling and new revolutionary cult which has made such amazing progress among the "proletariat" of Europe and America, called syndicalism.

Aviation. Claude Grahame-White. The Nation's Library Series. London: Wm. Collins & Sons. Cloth 1s.

Grahame-White has done wisely in writing his book for the "man in the street." The reading is not difficult and all technicalities have been avoided. His book tells of the romance of the conquest of the air, from the very earliest when Sir George Cayley worked out plans for an aeroplane over 100 years ago, to the present day state of efficiency. The book is full of interesting incidents, and is the most complete history of aviation we have.

The Case for Railway Nationalisation. By Emil Davies. The Nation's Library Series. London: Wm. Collins & Sons. Cloth 1s. Leather 2s.

To most this will appear a highly revolutionary topic, chiefly because British railway systems have been exploited and established by the enterprise of private individuals and there is always a British antipathy to confiscation. Also British systems compare very favorably with any foreign one as regards safety, punctuality, speed and comfort, but Mr. Davies overlooks these essentials and rather aims at uniting the divergent interests of the shareholders, public, traders and companies' servants. A railway, it would seem should be run as a public institution for the benefit of mankind and not to make money.

The Vital and Vigorous Faith of Christ. George Shipman Payson, D.D. New York: Funk & Wagnals Co. Cloth, \$1.00.

Dr. Payson's volume will interest readers because of its distinct theological value. It represents the efforts of a mind struggling to free itself from a Christology that is believed by advanced persons to be now in a condition of passing away. His thinking is independent and virile, and his conclusions should prove welcome to that large number of more conservative thinkers who look for light, yet somehow fear to think deeply as to facts, though desirous of getting rid of trammeling interpretations. Chapter IV is notable. In new and sensible terms it seeks to eliminate the old idea that Christ was forsaken by the Father on the Cross.

Sex Antagonism. Walter Heape, F.R.S. London: Constable & Co. Cloth, 7s. 6d.

The origin of universal unrest is traced to three sources: racial antagonism, class antagonism and sex antagonism, and the latter being a family war, the most bitter of all quarrels, threatened to work untold evil. "Of late," says the author, "we have been face to face with a strife as selfish, as brutal, as bitter and as unrestrained as that shown in any class war between men alone and man's opinion of woman—has been definitely modified—his attitude toward her as an integral component of society, can never be the same again." It is agreed that the "awakening of woman" may lead to a very different end from that anticipated by those responsible for the movement.

The Message of the Disciples of Christ for the Union of the Church. By Peter Ainslie. Cloth, \$1.00 net.

About a century ago in the Presbyterian household a division arose out of a desire for individual freedom in the practice of catholicity of religion, which terminated in a body called "Disciples." Against their wishes they were forced to become a separate communion and they now represent the first organized movement for the union of the divided church—that union to be on the personality of Jesus Christ. If one dissents from their position, he will be impressed with their sincerity and liberality of thought.—Peter Ainslie.

Establish Canadian Branch

The latest addition to the old country publishers established in Canada is the house of Thomas Nelson & Sons, who are now to be found at 407 Tyrrell Building, 95-97 King Street East, Toronto. A representative of Bookseller and Stationer recently called and looked over the complete range of samples which they have installed there for the convenience of the Canadian booksellers and educationalists. In a sense the terms are interchangeable, for though educationists are (perhaps unfortunately) sometimes booksellers, every bookseller should be an educationist.

Canadians need no introduction to the firm of Nelson. They have been established over a hundred years, and unlike many old firms they are far from being moss-grown. This was amply indicated when they originated the sevenpenny novels. Their productions in picture books, standard authors, reward books and especially in school books, bespeak an equally successful enterprise. In the last named department their High Roads of History have won approval in all quarters of the globe; but they are equalled, if not eclipsed, by two newer and similar series, The High Roads of Geography, and The High Roads of Literature. It is interesting to note that Nelsons publish special school books not only for Canada, but also in such diverse languages as Cape Dutch, French, German, Ruthenian, Tamil, and Hindustanee. They also have special readers for the Sudan, West Africa, Malay Straits and other "foreign parts."

Globe-trotting Canadians say that their collection Nelson has revolutionized publishing in France. So much so, that a similar series, the 'colecion Espanola' has been published in Spanish.

Amongst the latest productions, of especial importance is a remarkable addition of 25 volumes to their 6d. Classics. A recent Canadian order for these approaches six figures. They are issued in half leather as well as the cloth 6d. binding.

Another item is their well known Bible wall pictures which are to be issued in a special arrangement to fit the International Sunday School Lessons of 1914. The local bookseller has not always in the past given as much attention to Sunday School business as it deserves. There are of course notable exceptions, but in too many cases the whole of the Sunday School business of a town is done by outside agencies. These Nelson pictures will enable a bookseller to add new revenue to his income.



News of Books and Bookmen

Interesting Trade Intelligence.

E. W. Walker, manager of the Book Department of William Briggs, has left on a five week' business trip through the West to the coast.

S. B. Gundy, manager of Oxford University Press, Toronto, enjoyed his holidays fishing in Muskoka in August.

J. H. Hopkins, of the firm of Barse & Hopkins, New York, was a trade visitor in Toronto during the week of August 4th.

Al, McMullen, representing H. M. Caldwell Company, Boston, was in Toronto during the week of August 11th.

D. O'Connell, of Funk and Wagnalls, New York, with his daughter, Miss O'Connell, were visitors in Toronto during the week of August 11th.

LeRoy Phillips, of Ginn & Company, Boston, was a business visitor in Toronto during the past month.

William Newall, of the sales force of McClelland & Goodechild, has left on a business and holiday trip to the Atlantic coast and Newfoundland, by way of Montreal and Boston.

W. C. Bell and M. J. Cockburn, of Bell and Cockburn, left on a business trip to London, England, early in August.

The season's publications of the Copp, Clark Co. include: "The New Encyclopaedia," described as the only "one volume" encyclopaedia. It will comprise 1,600 pages, and being concisely written, accurate and thoroughly abreast of the times, the publishers anticipate big things for this venture. Other books being brought out by this house include a new and cheaper edition of Van Dyke's "The Blue Flower"; an illustrated edition of Van Dyke's fine poem, "The Toiling of Felix"; an illustrated edition of "Evangeline"; "Happy Days," a book of toasts; an illustrated edition of "Kidnapped," the pictures being the work of Wyeth; "A Girl's Life," this being the season's big book of pictures, by Harrison Fisher; and also a smaller collection of pictures by the same artist, entitled "The Little Gift Book."

Morton, Phillips & Co., of Montreal, publishers of commercial works have brought out a new book entitled "The Importers' Sterling Advance Tables," by T. R. Lanskaill, accountant. It is for importers of goods from Great Britain, showing the "laid down cost."

Recently added titles in the Home University Library, published by Williams & Norgate in England, and William Briggs in Canada, include:

Missions: Their Rise and Development, by Mrs Creighton; Napoleon (with maps), by Herbert Fisher; The Origin and Nature of Life, by Prof. Benjamin Moore; Painters and Painting, with 16 half-tone illustrations, by Sir Frederick Wedmore; Doctor Johnson and His Circle, by John Bailey; The Literature of Germany, by Prof. J. G. Robertson, M.A., Ph.D.; The Navy and Sea Power, by David Hannay; Chemistry, by Prof. Raphael Meldola, B.Sc., LL.D.; Comparative Religion, by Prof. J. Estlin Carpenter, D. Litt.; The Newspaper (Illus.) by G. Binney Dibblee; The Victorian Age and Literature, by G. K. Chesterton.

The announcement of Hall Caine's new book, "The Woman Thou Gavest Me," by Musson Book Company, has been greeted with an avalanche of orders for the novel that is creating such a big sensation in England.

Some of McClelland & Goodechild's new fall publications are: "The Eye of Dread," by Payne Erskine; "Fatima," by Rowland Thomas; "The Destroyer," by Burton E. Stevenson; "Miss Santa Claus of the Pullman," by Annie Fellowes Johnston; "A Son of the Hills," by Harriett Comstock; "Lanagan, Amateur Detective," by Edward H. Hurlbut; "The Air Pilot," by Randall Parrish; and "The Golden Road," by L. M. Montgomery.

Eden Philpotts, author of "Widcombe Fair," has written a new book entitled "The Joy of Youth," which is published in Canada by McClelland & Goodechild.

"The Poison Belt" is the name of Conan Doyle's new book. It is a sequel to his previous success, "The Lost World," and is published by Hodder and Staughton.

"The Uttermost South," in two volumes, consisting of the official record taken from the diary of the late Captain Robert Scott, leader of the ill-fated expedition to the South Pole, is contained in the September announcement of McClelland & Goodechild.

Included among the works of fiction to be published this season by the Copp, Clark Co. are: "The White Linen Nurse," by Eleanor Halliwell Abott, who wrote "Molly Make-Believe," "Linked Lives," a Scottish story by a Canadian author, writing under the nom de plume of D. Kinmount Roy; "Notwithstanding," by Miss Cholmondeley; "Jean Thursday," by Louis J. Vance; "The Golden Woman," by the author of "The One Way Trail"; "The Gringos," by B. M. Bower; "The Millionaire," by Edwin Bateman, author of "Blue Anchor Inn"; "The Dark Flower," by John Galsworthy; and a new edition of Onoto Watana's "Miss Nume."

Among their juvenile books the Copp, Clark Co. this year have a new Oz book by Baum. The title is "The Patchwork Girl of Oz;" an edition of Hans Anderson's Fairy Tales, illustrated by Heath Robinson; a series of Boys' Big Game Books, by Elliott Whitney, including these titles: "The White Tiger of Nepal," "The King Bear of Kadiak Island," "The Giant Moose," "The Blind Lion of the Congo," and "The Rogue Elephant." A series of Boys' Scout Books, by Gordon Smart, include: "At Eagle Camp," "Greenwood School," "Northern Wilds," and "On Flat Head Mountain."

"The Whistling Man," by Maximilian Foster, which story has been running in serial form in The Saturday Evening Post, will be issued by William Briggs this month.

Ian Hay, the well-known novelist, is out with a new book entitled "Happy-Go-Lucky," which is published in Canada by William Briggs.

William Briggs has secured the Canadian selling rights for Bud Fisher's Mutt and Jeff books.

"Crowds," by Gerald S. Lee, is the name of a new Briggs book slated for September publication.

Some of the new books announced by McLeod & Allen for fall selling are: "Diamond Cut Diamond," by Jane Bunker; "The Lure of Crooning Water," by Marion Hill; "Prescott of Saskatchewan," by Harold Bindloss; "The Land of the Mighty," by Vaughan Kester; "The Hon. Senator Sagebrush," by Francis Lynde; "The Adventures of Captain O'Shea," by Ralph D. Paine; "Aladin from Broadway," by Frederic S. Isham; "Love in a Hurry," by Gelett Burgess; "The Lady and the Pirate," by Emmerson Hough; and "The Business of Life," by Robt. W. Chambers.

An indication of the popularity of Mrs. Gene Stratton Porter with American readers is contained in a letter from Daniel Nye, of Doubleday, Page & Co., Garden City, N.Y., the United States publishers, to Thomas Langton, the Canadian publisher, which states that while they had published 150,000 copies of "Laddie," the entire supply was oversold by 24,000 copies before the official date of publication, August 17th.

A most comprehensive catalogue in Nelson's list for 1913, consisting of 96 pages devoted to the firm's various publications exclusive of school-books. Brief descriptions with numerous illustrations interestingly set forth the new gift and prize books, picture and toy books, juveniles, works of general interest, libraries, the recently completed Nelson Encyclopaedia and miscellaneous volumes.

A window display at the Upper Canada Tract Society's bookstore, Toronto, consisting of copies of "Pollyanna" has been attracting much favorable comment.

Montreal, Que.—T. S. Sinnott, of the Imperial News Co., has just returned from a trip through the West, and is about to make a tour of Quebec and the Maritime Provinces.

Canadian Books and Authors

About New and Forthcoming Books

Mrs. Emma A. Currie, widow of Hon. J. G. Currie, at one time Speaker of the Ontario Legislature, died in St. Catharines on July 27th. Among a number of Mrs. Currie's books was a biography of Laura Secord, the heroine of the historic battle of Beaver Dam.

H. A. Cody, author of "The Frontiersman" and "The Fourth Watch," has completed his new book, "Chief of the Rangers," and it will be published by William Briggs in September. The story deals with border warfare before the time of the Hudson Bay Company. Canon Cody, of Toronto, is a brother of the author.

"The Natural History of the Toronto Region," which was one of the subjects under discussion at the recent Convention of Geologists, held in Toronto, is the name of a Briggs book just out. The editor of the book is J. H. Faull, B.A., Ph.D., Professor of Botany at Toronto University.

Books on Canada dealing with the counties of Ontario, the early days in the Yukon, and the battles and reminiscences of the war of 1812, are among the fall publications announced by Bell & Cockburn.

Dillon Wallace, author of "The Labrador Trail," has written a new book, entitled "The Wilderness Castaways," which is on the fall list of McClelland & Goodchild's new publications.

Sir Gilbert Parker has completed arrangements for the dramatization of his new novel, "The Judgment House," by Charlotte Thompson, who dramatized Margaret Deland's "The Awakening of Helena Richie."

Among the fall announcements of A. C. McClurg & Co., the Chicago publishers, is "The Coming Canada," by Joseph King Goodrich. It is a concise handbook written especially for the busy man; and it is at once a history and a study. The wonderful natural resources of Canada, its agricultural possibilities, and its future development along other lines of material prosperity are dealt with in an interesting way. The chapters setting forth its attraction for sportsmen and tourists will be especially appreciated.

"The U.S. Campaign of 1813 to Capture Montreal," is the title of a small book by Robert Sellar of the "Huntsville Gleaner." It deals with the battle of Chrysler's Farm and the events leading up to it and the description of how Colonel Morrison with his 800 soldiers routed a vastly superior force, makes interesting reading for Canadians.

The T. Eaton Company of Winnipeg subscribed for Bookseller and Stationer and according to D. Williams, one of the circulation canvassers, the manager of the book department of the big store said the advertisements appealed to him, particularly, especially those of manufacturers.

A new Canadian humorist has "arrived." This is amply demonstrated in the success which has accompanied the publication of "William Adolphus Turnpike." The author is William Banks, jun., who is news editor of the Toronto Globe. The book was brought out in August by J. M. Dent & Son, the edition being quickly exhausted, dealers finding that their initial orders were not nearly large enough.

An interesting list of books on Entomology, Biology, Nature Study, Microscopy and miscellaneous volumes such as "How to Keep Bees" and "Confessions of a Heathen Idol," comes from The Comstock Publishing Co., of Cornell Heights, Ithaca, N.Y.

NEW vs. OLD METHODS.

In many retail businesses which have been long established there is a continual struggle going on between the young blood which has been injected into the business and the older heads who have built the business up through the years to what it is to-day. The young men who have grown up into the business or who have acquired an interest in it desire to introduce new and improved methods of doing business or of keeping the accounts; they are eager to expand and broaden out, to take advantage of opportunities which they see to enlarge the store's business and to make improvements generally. Their desires are frequently opposed by the older men, who are naturally slower and more conservative in their ideas and policies, and who feel that having built the business up from nothing and made it a success, they know better what is good for it than those who are younger and less experienced.

This inertia, this tendency to resist changes, is in many instances a serious handicap to the younger men in their efforts to work improvement in the business, and because of it they sometimes become discouraged and lose interest in the business. This is a state of affairs which is to be found in many successful, long-established businesses to-day. It may be the son of the proprietor or of one of the proprietors who wants to make changes and introduce new and improved methods. He is enthusiastic over the business, and is keenly interested in new and modern methods. Perhaps he wants to departmentalize the business or to arrange the system of accounting so that it will tell just what each department and each clerk in each department is doing every day in the way of sales and profits. Perhaps he wants to remodel the store front and put in new and more modern show windows. Or it may be that he favors adding several new departments.

The older man, while he is fond of the younger one and admires his go-ahead spirit, is yet in many instances loth to fall in with his progressive ideas. He contends that the business has always been successful under the old system, and he does not see why it is necessary or advisable to introduce a lot of "new fangled ideas" which will revolutionize it and perhaps necessitate spending a good deal of money.

Well, what is to be done about it? Nothing, except to try to exercise that rare quality known as common sense. Common sense will furnish a correct solution to all problems. It should not be taken for granted that the younger element is always right in its contention for changes which it favors any more than it is always true that the conservative view is always the right one. It may be that in some cases the young fellows want to go ahead too fast and are sometimes a little too ready to make revolutionary changes in the business. It is well however, for the older men to remember that methods are changing in business every year, and that the methods by which they built the business twenty, thirty or forty years ago may not be good methods now. Competition is keener now, and it takes more aggressive methods to keep a business forging ahead.



An Appeal to Landlords.

An effective method of advertising wallpapers was adopted by Robert Duncan & Co., of Hamilton. The word "Landlords" appeared in big black type at the head of their recent ads., followed by a good talk on the advisability of repapering so as to bring better returns at a small cost.

Private Christmas Cards

Good Line to Push.

Have you been carrying out the suggestions set forth in the articles that appeared in the last few issues of Bookseller and Stationer, dealing with the subject of developing trade in Personal Christmas Greeting Cards? If you haven't, look up those issues now, read the articles again, jot down the different points brought out and put them into practice. You can depend upon it that others will do this, so don't allow trade to get away from you. Expand your business. Make progress. Don't be satisfied with holding your own. Standing still is but the prelude of retrogression. Show an increase in this year's business in personal Christmas greeting cards. The publishers have prepared sample books at big expense. They cost you nothing and carrying no stock, you run no risk whatever in devoting your energies in the development of this business. The margin of profit is big, the sales are easy to make. Altogether can you think of any other branch of your trade that excels this one in its satisfactory conditions and possibilities?



New Pyrographic Process

Will be Popular.

A new process of pyrography combines jig-saw work with the wood burning by which decorative objects are produced for which a pronounced vogue is looked for in the coming season. The pattern is made of white, close-grained basswood, thoroughly seasoned and chemically prepared by a process which intensifies its natural whiteness, and imparts to the surface a smooth, velvety texture.

The flat pattern is marked off in six sections, the top, bottom and four sides, respectively, of the finished cabinet, and that the grooves for joining are indicated, as well as the sawing line, clinch nails and positions for decorations.

The design or decorative pattern is outlined in line shadings, making the entire process of sawing out, fitting together and burning merely a matter of following indicated directions and of skill in manipulating the tools and materials.

The pyrographic scroll implement set consists of a piercing awl, clamp and board, set of saw blades and frame for same.

Real Art Product.

The finished modern pyro-product embraces all the embellishing branches, from sawing out the different sections of the panel pattern—pyrographic scroll—to the backing of the panel papeterie tapestry, and the intermediate steps of carving out the design, burning in the outlines, the staining, coloring and shading. The result is a really artistic design—an art product.



The occasional featuring in department store advertisements of publishers' sample books at attractive prices suggests that other booksellers might well take advantage of opportunities of getting lots of books of this sort to sell at special prices yet maintaining the full margin of profit.

Jarvis of Ottawa featured Baedeker's Guides in one of his July ads., also the important books, "Planning a Trip Abroad" and "A Shopping Guide to London and Paris."

**WHY DON'T YOU SELL THE PEN THE
USER WANTS?**

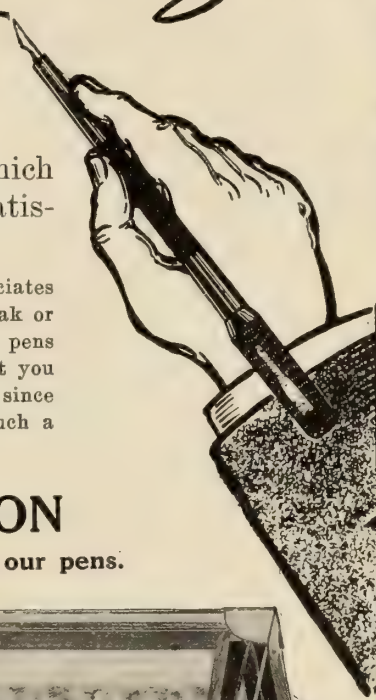
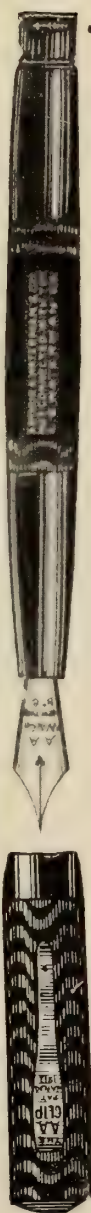
The Pen with the Magic Button

The "A.A." Self-filling fountain pen, for which there is no substitute, gives universal satisfaction.

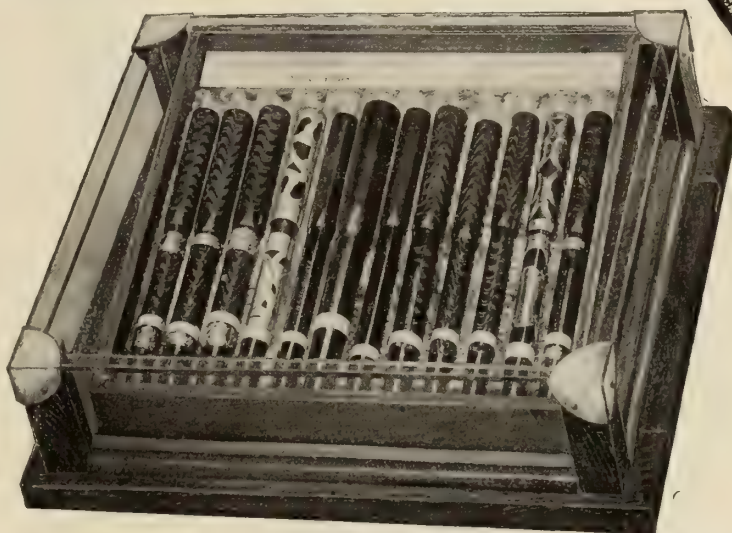
Every bookseller and stationer handling our self-filler appreciates its exclusive selling features. There is no joint to stick, break or leak, the reservoir is guaranteed for two years, and our gold pens are furnished in such a wide variety of styles and sizes that you can suit your most fastidious customer. This pen has long since passed the experimental stage and has been perfected to such a point that we can absolutely guarantee satisfaction.

"A.A." PEN PERFECTION

is a standard of perfection maintained in ALL our pens.



An attractive assortment in show case as shown here will be furnished dealers adding our line.



ARTHUR A. WATERMAN & COMPANY

22 THAMES ST., NEW YORK

NOT CONNECTED WITH THE L. E. WATERMAN CO.

Photographic Department

Making it a Success.

PART 3.

By Geoffrey H. M. Le Hain.

Let us presume now that you have decided on the particular line of cameras and supplies that you intend to carry. Advice on this particular point I hardly feel justified in giving. Broadly speaking, these are some of the points you should take into consideration:

Choose a line which is complete, for small values up to fine instruments. Choose a line which includes good quality, low-priced cameras, the popular "box-form" types which take excellent pictures, although retailing from about \$1.50 up. It is wise to make a special feature of these cameras. Remember that a \$20.00 camera and a \$2.50 (if same size pictures) both bring the same revenue in films, prints and supplies. And the little fellows are a large majority. Take advertising into consideration. Is your line being advertised?

The question of terms I leave out of the discussion altogether. That's up to you.

Now for plans to sell your goods. The very best way to sell a camera is to demonstrate what it will do. I make the supposition that you are featuring a certain camera. A very clever idea is to run a bulletin board in your window, with a new picture every day of some local event. The cut will give you a rough idea of what I mean, and your own originality will do the rest.

After a couple of days you will be surprised at the number of people who will stop to see what your new picture is. The variety of subjects is endless; there is always something to take: Picnics, various parades, fairs, bazaars, athletic events, baseball games, tennis, football games, wrecks, outings, meetings of religious, educational, political or other bodies, accidents, fires. The list of happenings of interest at the moment is endless.

The idea would be to have a camera all ready, and as soon as you hear of "something going on," just go and make a few snaps, and get the print on your board while the topic is still talked about. Do not consider the expense of the scheme, it is trifling; but what is no trifle is the number of prints you will sell of the pictures you make. There will be hardly an "event" that you feature that will not bring a number of customers to your store, and in cases of special interest you might sell hundreds of prints.

Just think of that harvest! Dozens of people coming into your store, their minds keen on a photograph made with the camera you are featuring.

The whole scheme is a means to an end—you would, of course, have a suitable display of the cameras inside your store, the prints and the cameras in the same show case. Surely when you have the customers right in your store, interested, favorably inclined, it is not difficult to arouse desire, and to sell a camera. Have your selling talk down pat, have every good feature and talking point of the camera all carefully thought out. Suggestions as to the planning of your "selling talk" will be included in a future article. The selling of the prints will bring you good profit, and give you the opportunity to sell the camera.

You could run this bulletin board for a month or two; it is quite safe to figure that the interest will keep it running for that length of time—indeed, you may find it advisable to make it a permanent feature.

Even when you take up another line, always remember the interest there is in pictures of special events. The

writer recently got a few snaps of a big fire in Montreal, there were enlargements rushed out in a couple of store windows. The writer noticed that every time he passed these stores there were numbers of people keenly interested. The idea is sound all right. In connection with this idea, as often as possible make an enlargement of the picture. This is one of the best paying branches of the whole photographic business. Also an enlargement gives you the opportunity of showing the excellence of the negatives, brilliant definition and so on.

This is but one suggestion for selling the camera. In future articles there will be others. In connection with films, papers, etc., the same principle should be applied: Demonstrate what the articles will do. It is a good idea to have a strip of film handy to show your customers—develop the spool and do not cut it up; keep the pictures all in a strip. This disposes of the thought which loose negatives might bring up, viz.: that you are showing selected pictures, one from here and one there.

CONVENTION EXHIBITS.

An exhibition of cameras and photographic accessories constituted a feature of the recent convention at Rochester of the Photographic Dealers' Association of America and Canadian dealers may glean some valuable pointers from the following references to exhibits: Burroughs-Wellcome & Co. displayed diaries, photographic literature and tabloid developers; The Heinn Company and the F. L. Schafus Co. showed photographic albums; the Presto Manufacturing Co. displayed their complete line of "Infallible tinting masks"; J. L. Lewis had a big exhibit of prints made on Seltona paper; sensitized cloth formed the distinctive novelty of the American Carbonoid Company's exhibit. Their samples presented some decidedly novel effects indicating the numerous opportunities afforded for unique methods of photography; a new line of roll film cameras was shown by Burke & James, Inc., as well as their ingento enlarging lantern; the Taro Tanex and other new cameras were shown by the C. P. Goerz American Optical Co. The Taro Tanex was brought out to meet the demand for a hand camera with an anastigmatic lens at a popular price; the Ilex Optical Co.'s display consisted of their shutters, while catalogues describing their complete line were handed out to all visitors; the Wollensak Optical Co. had an extensive exhibit of lenses and shutters; the Gundlach-Manhattan Optical Co. exhibited Korona cameras and portrait lenses, the new panoramic and banquet cameras being specially featured; the Expo Camera Company exhibited their police and watch cameras; a series of sepias handsomely framed were included in the Central Dry Plate Company's exhibit, as a means of emphasizing the merits of their productions; lenses and condensers in big variety were shown by the Crown Optical Co.; haloid papers constitute a line new to most dealers. Prints were displayed by the Haloid Company, being made from all their different grades and surfaces; x-ray plates were featured in the Forbes Dry Plate Company's display; chemicals, flash-lamps and flashlight powders constituted the exhibit of the Berlin Aniline Works; the Worcester Envelope Co. showed the Berwick system envelopes for use in the printing and developing departments; the extensive line of Wellington and Ward was shown by that firm's U. S. agents; Ica and Icarette cameras were shown by the International Photo Sales Co., this being a demonstration rather than a display.

A RECORD

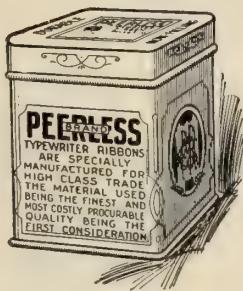
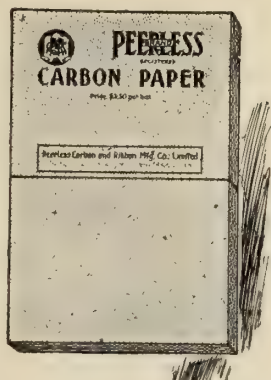
has been created by

PEERLESS

BRAND

TYPEWRITER RIBBONS AND
CARBON PAPERS

Building up a great business generally takes decades—our immense turn-over has been reached in a few years.



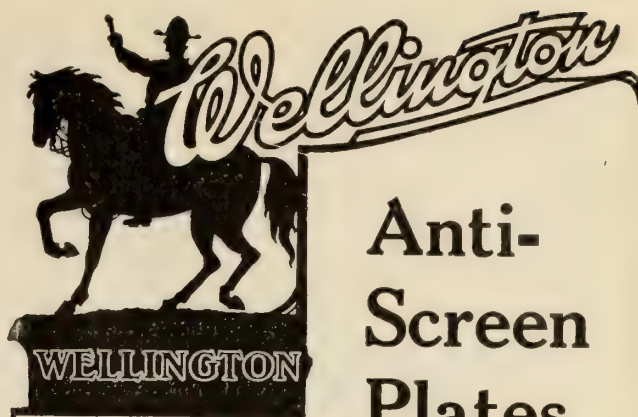
The Reason

is that our goods give satisfaction on both sides of the counter. We invite comparison.

Write for Samples and Prices.

**Peerless Carbon and Ribbon
Mfg. Co., Limited**

176 Richmond Street West, Toronto, Can.



Anti-Screen Plates

Recommend these plates to your customers—you can do so with every confidence. The great features of Anti-Screen Plates are: speed, perfect rendering of color values **without a filter**. For beautiful pictures of gorgeous Autumn colorings use the Anti-Screen.

Booklet sent free.

Wellington & Ward
MONTREAL



FOR THE FALL TRADE ORDER

ROYAL HART LINEN

High grade stationery of pleasing quality and finish.



JOHN DICKINSON & CO., Limited
MONTREAL

Selling Sheet Music

Good Line for Stationers.

Reasons why stationers should sell sheet music were set forth in a letter recently addressed to stationers by Jerome H. Remick Co., who conduct retail stores in Toronto and other large cities. Here is their letter:

Are you on the lookout for a new line—a line that will bring more business—a line that will prove to your customers what wonderful bargains can be obtained in your store? This is the line—sheet music! There is no line that gets more results than the sheet-music line. Why? Simply because a sheet of music is exactly the same, whether purchased in a music store or a stationery store. There is no difference in the texture of the cloth or the quality of the tin, and your customers realize this. Get this line into your store and you needn't worry about losing any customers. Nothing will persuade you to throw it out after once trying it.

Look at the largest 10-cent syndicates, who are probably taking your customers away, simply because you do not handle a line of sheet music and up-to-date hits. If they did not think it a paying end of their business they would soon discontinue it. But they are going after it harder than ever. Why? Simply because you do not handle it, and in that way they endeavor to take your customers away. Of course, your customers find it necessary to visit your competitor's store if they cannot get what they want in your own.

To come to the point; the public is buying more music to-day than ever before; people are literally music crazy. Now if this demand is not supplied in your store, it is only natural that your competitor will supply it, and you are running the dangerous risk of his holding your trade in other lines simply because you cannot furnish what they ask for.



Harmonicas

Every stationery store can handle harmonicas advantageously. For many years these instruments have been associated with these stores and people desirous of purchasing them naturally think of the stationery store even before a thought of the regular music store enters. That may seem strange but it is frequently true. But in the smaller towns there are no music stores and very often the stationery store also carries a stock of music publications and musical instruments of various sorts. There is always a demand for harmonicas and a large stock can be put in for a small outlay of money. It is important that the stock should be well assorted, regularly replenished so that all demands for instruments of certain keys and different prices, may be met.



Phonographs and Records

Many a stationery has built up a good paying business in phonographs and records of recent years with the advent of the hornless models, there has been a notable advance in the demand for the flat records, but the disc machines still have their devotees, so it is advisable to carry both styles. If this is done more business will be done and if a man is assigned to devote his whole time to this department a big volume of business can be developed. This man should spend part of his time outside the store visiting the homes not only of townspeople but those in the rural sections. It is surprising the amount of sales that are made by firms who earnestly go after this trade. Start right and success will surely follow.

In the Music Department

Two of Chappell and Co.'s new popular waltzes are "Naiad Valse," and "Old Cremorne."

"The Girl on the Film," is one of the pretty waltzes published by Chappell and Company. "The Merry Widow Valse" is another good one.

"Rose in the Bud," "Gray Days," "It is Not Because Your Heart is Mine," "Eyes That Used to Gaze in Mine," "Where My Caravan Has Rested," "Thoughts Have Wings" and "Wonderful Garden of Dreams" are among some of the fast selling songs published by Chappell and Company.

C. W. Lindsay, Limited, who have stores in Ottawa, Montreal, Quebec and Brockville, have purchased the piano and organ business carried on for many years by J. J. Grace at Arnprior, Ontario.

B. A. Trestrail, manager of the advertising department of R. S. Williams and Sons Co., Toronto, is back from New York where he passed his vacation. Mr. Trestrail is a Hamilton old boy and took part in the gay festivities in the Ambitious City during Old Home Week, which was held during the week of August 18th.

H. G. Stanton, vice-president and general manager of the R. S. Williams & Sons Co., has returned from a recent visit to New York, H. Y. Claxton, of the same firm, is also back after enjoying an outing at Kingston, Ontario, and the Thousand Islands.

A. G. Farquharson, Canadian manager of the Columbia Graphophone Company, Toronto, recently had as his guest, A. J. Prockter, manager of the Western Fancy Goods Co., Winnipeg, who are distributors in the West for the Columbia products.

J. W. Fry of the Peterborough Music Company was painfully injured at that store by tripping on the crossbar of the elevator, which resulted in a fracture of the right arm above the elbow.



Recent Copyrights

"Ferns and Flowers." By Carl Loveland. Vandersloot Music Publishing Co., Williamsport, Pa.

"The Valley of Sweet Content." Words by C. M. Denison. Music by Ed. Roberts. Vandersloot Music Publishing Co., Williamsport, Pa.

"The Warrior." By C. E. Duble. Vandersloot Music Publishing Co., Williamsport, Pa.

"Under the China Moon." Lyrics and Music by E. Ray Goetz. Waterson, Berlin & Snyder Co., New York.

"My Wife's Gone Away." Words and Music by C. R. Bastin & Edwin Dicey. C. R. Bastin and George Quart, Quebec.

"Love is Just the Same Old Game in Every Land." Lyric by E. Ray Goetz. Music by Malvin Franklin. Waterson, Berlin & Snyder Co., New York.



IN THE CHINA DEPARTMENT.

We always keep a small, flat box under each wrapping counter, out of the view of the public, into which we throw waste papers to be used in packing dishes and glassware. It saves a lot of wrapping paper, and at the same time enables us to pack breakable ware safely and quickly. There is nothing new or wonderful about this suggestion. Thousands of merchants are using the idea. I am mentioning it because there are thousands of others who are not using it merely because they have not thought of it. Taking advantage of the little economies makes the profits look rosier at the end of the year.

SHEET MUSIC AND MUSIC BOOKS OF THE BETTER CLASS

We are sole representatives in Canada of the leading English music publishers and carry a very complete stock of standard publications for educational and general use.

NEW SONGS, PIANO MUSIC, VIOLIN and ORGAN MUSIC, ANTHEMS and CHORUSES in great variety. Liberal discounts to the trade.

ANGLO-CANADIAN MUSIC PUBLISHERS ASSOCIATION, Ltd.

ASHDOWN'S MUSIC STORE

144 Victoria Street

TORONTO

Hold the line

(Registered.)



Here's the line to hold—John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

Supplied by all the leading wholesale houses in Toronto and Montreal.

London (Eng.)
Export Agency,
8 St. Bride St.,
LONDON, E.C.

It Will Pay You To Investigate The "Morton" Fountain Pen



You can have increased sales at enhanced profits and at the same time give your customers better value if you will stock "Morton" Pens. Handsome designs and pens to suit all hands. Get particulars about the "Morton" with the College imprint.

Send for Catalogue

Made by J. MORTON, New York

Canadian Agents:

MENZIES & CO., Limited, 152 PEARL ST. TORONTO, ONT.

MUSIC

IS A MONEY MAKER AND BUSINESS GETTER FOR THE BOOKSELLER AND STATIONER

An account with us means the largest and most representative stock in Canada to buy from.

Everything in Sheet Music and Music Books

MUSIC PUBLISHERS

ESTIMATES FURNISHED ON APPLICATION

PRICES
THE
LOWEST

MUSGRAVE BROS. & DAVIES

114-115 Stair Bldg.

Music Publishers, Dealers and Importers

TORONTO, ONT.

SERVICE
THE
BEST

MUSIC

TWO CENTS PER WORD

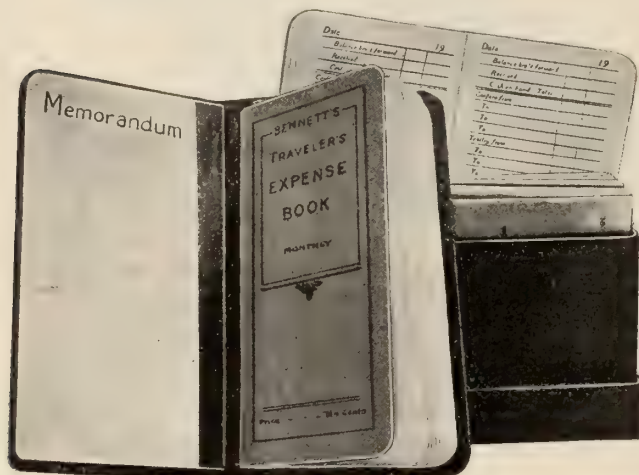
You can talk across the continent for two cents per word with a WANT AD. in this paper.

EXPENSE AND RECORD BOOKS.

A series of expense and sales record books forms an interesting line put out by E. W. Bennett, of New Britain, Connecticut. Two of these are illustrated herewith, the



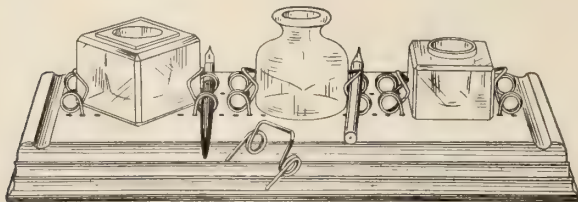
personal expense book and the traveler's expense book. They are vest pocket size and are packed twelve in a box with memorandum and leather cover for holding the book and pocket for cards. Family expense books are also in-



cluded in the series and another specialty is a sales record and expense book good for four years, so that comparison may be made for any days', weeks' or months' purchases, sales or expenses.

NEW INK STAND BASES.

Among the new productions of the Emil O. Werner Company of Philadelphia is a series of ink stand bases of which an illustration is given here. This new type of ink stand base on account of being equipped with transfer-



able spring holders will allow the customer in case of breakage, to replace an ink well with a different pattern or size. Thus instead of carrying in stock a large variety of bases in order to fit the different kinds and sizes of ink wells, only a small stock is necessary as they will take any size or shape of ink well; no more fitting of the

wells into the recess of the bases, being required, the spring holder feature making this unnecessary. There is also the advantage of making up combination sets, such as an ink well or ink wells with mucilage bottle, sponge glass or glass holders for clips, pins, etc. Being without recesses, dust and dirt cannot accumulate. The transferable spring-holders also hold the wells or glasses rigid to the base, and will not allow them to upset while bases are handled.

NEW GREETING CARD SAMPLES.

An advance copy of Valentine & Son's sample book of new personal Christmas greeting cards, has just been received at the Montreal office of the firm and the en-



One of a series of Framed Cut-out Pictures in the Copp Clark Co.'s Art Line.

thusiasm which the samples evoked in the members of the staff there proved to be contagious when the new issues were shown to Bookseller and Stationer's representative. The books will be ready for distribution to the trade this month.

INDIVIDUAL CHAIN KEY RING.

The Individual Chain Key Ring is a new device which allows the most frequently used key to be kept on a separate ring attached to a chain containing the others. Buntin, Gillies & Co., Ltd., Hamilton, have just introduced this specialty.

The "Quail" pencil pointer, for whom Warwick Brothers and Rutter have the Canadian agency, will sharpen a pencil of any size by means of its rotary knives.

Midget Memos

A Winner

"B & P"

Solid Ring Loose Leaf "Reminder"



This is the latest
novelty in
LOOSE LEAF
MEMO BOOKS

Just the Book for the Vest Pocket
Just the Book for the Lady's Hand Bag

*Books are bound in genuine leather,
assorted colors.*

Each book contains faint ruled filler—gilt edges.
Sizes 3 by 2 inches

The special display box is most complete and convenient, occupying but very little space on the showcase or counter. Get a box for your counter, the books will sell themselves.

Boorum & Pease Loose Leaf Book Co.



MAKERS OF

"Standard" and "S & T"
LOOSE LEAF DEVICES

MAIN OFFICE 109-111 Leonard St. New York FACTORIES Brooklyn, N.Y. St. Louis, Mo.

SALESROOMS

109-111 Leonard St., New York Republic Bldg., Chicago, Ill. 220 Devonshire St., Boston, Mass. 4000 Laclede Ave., St. Louis, Mo.

EST'D 1876

*Odd
Unique
Original*

TALLY CARDS
PLACE CARDS
SCORE PADS FOR ALL GAMES
GREETING CARDS
CONGRATULATION CARDS
BIRTH ANNOUNCEMENTS
CALENDAR PADS
CHRISTMAS CARDS
CHRISTMAS FOLDERS
CALENDAR MOUNTS
PARTY INVITATIONS
INITIAL STATIONERY
DANCE PROGRAMS

CHAS. H. ELLIOTT & CO.
NORTH PHILADELPHIA

CANADIAN
REPRESENTATIVES

**A. R.
MacDOUGALL
& CO.**

264 King Street West
TORONTO, - ONTARIO

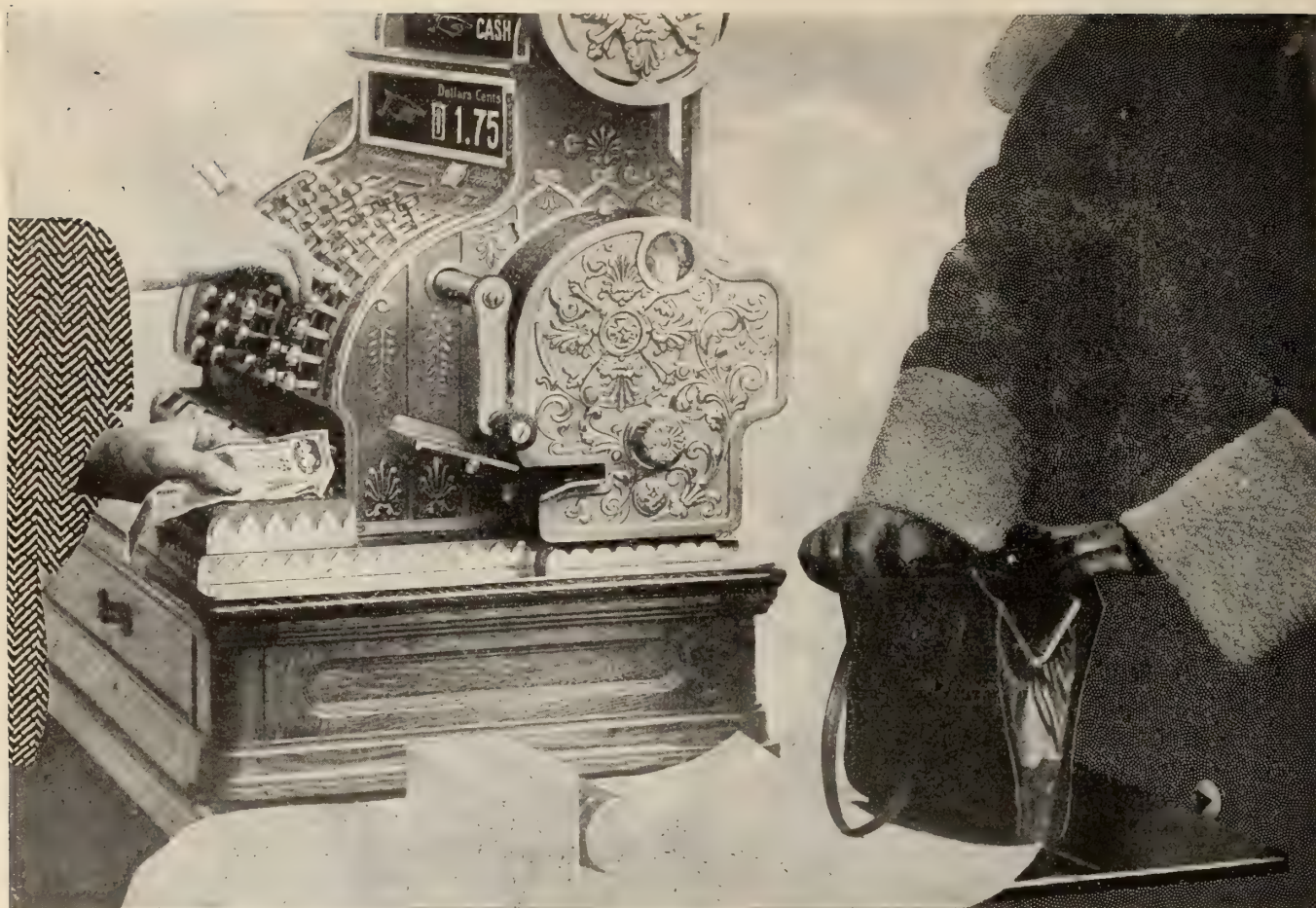
ANNUAL

FALL

NUMBER

NEXT

MONTH



There's a Record in the Register

Before the Customer Gets the Goods

The "Get a Receipt" plan enforces a *record* inside the register before the goods are wrapped. The *receipt* is wrapped in the parcel and the record *must* be made before the receipt is issued.

This record is the clerk's own acknowledgment that he has sold a certain amount of goods and will be responsible for a corresponding sum of money. It is your receipt for the transaction.

This protects your business, shows you at all times just where you stand, benefits your customers, saves time and increases profits.

Write for information today about the National Cash Register that is built for the particular needs of *your* business.

The National Cash Register Company

285 Yonge Street, TORONTO

Canadian Factory: Toronto, Canada

SUCCESS

The Best Selling Office Device

on the market
today—bar none.

Our dealers bear witness that the

BOSTON PENCIL POINTER

has reached a selling strength never
before equalled in the field.

It must have the merit.

Are you a Boston dealer?

Boston Specialty Corp.

261 Broadway
New York City



Spencerian Steel Pens

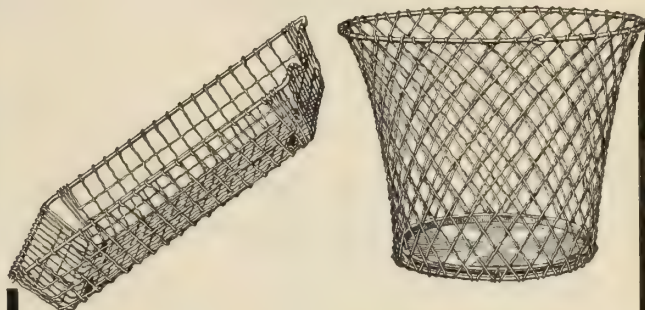
Pen Works, Birmingham, England

The standard brand for uniform excellence
in quality of steel and workmanship.

Imported by the leading jobbers of station-
ery in Canada.

Samples to the trade on application to

THE SPENCERIAN PEN CO.
NEW YORK CITY, U. S.



Here are the Baskets

That are fast finding their way into
General use throughout Canada.

THE ANDROCK LINE

Canadian-Made for Canadian Trade

Better Value for the Consumer, Bigger Profits
for the Dealer, **because the Duty is Saved.**

Write for the Price List.

Andrews Wire Works

OF CANADA, LIMITED

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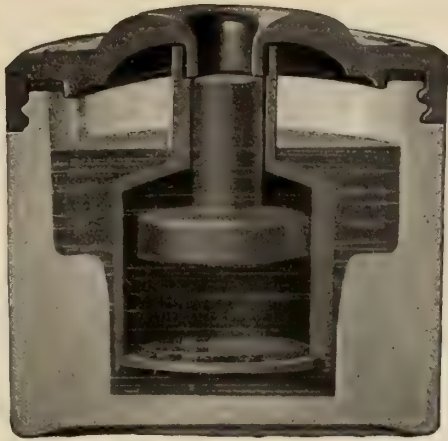
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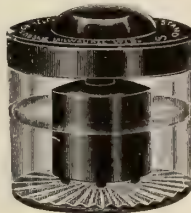
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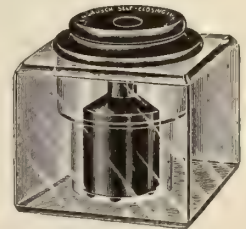
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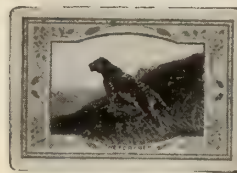
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161-CURIOSITY.

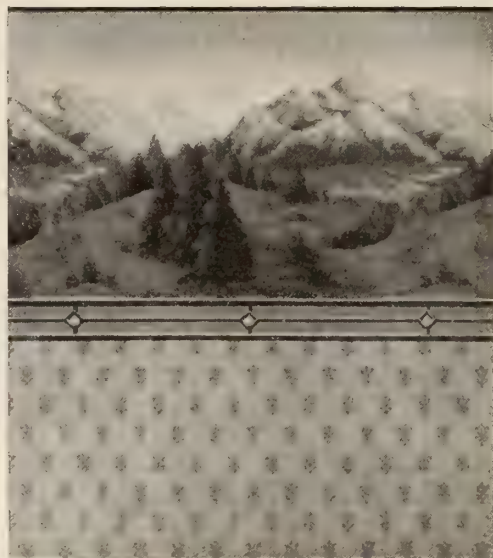


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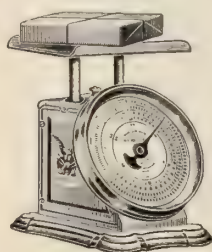
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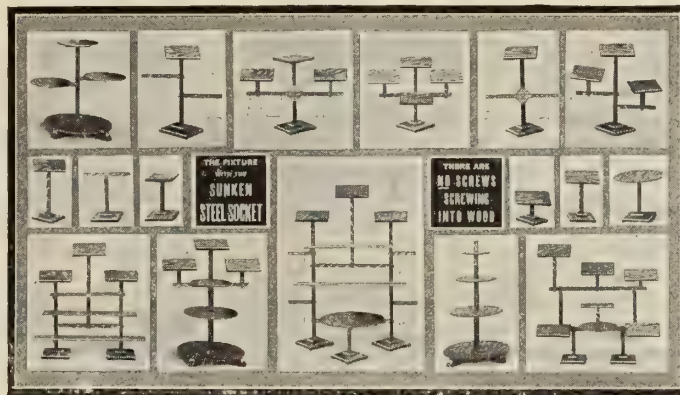
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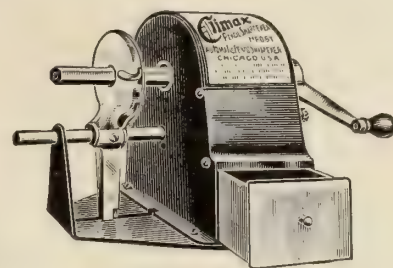
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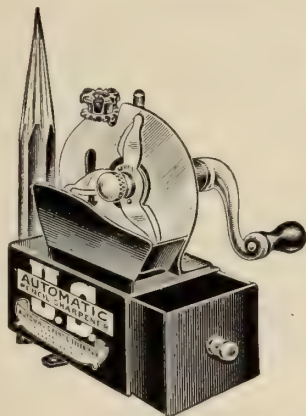
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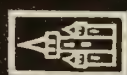
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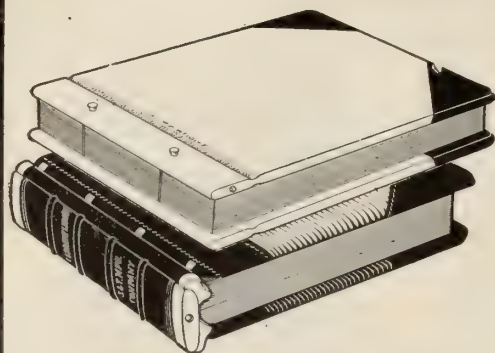
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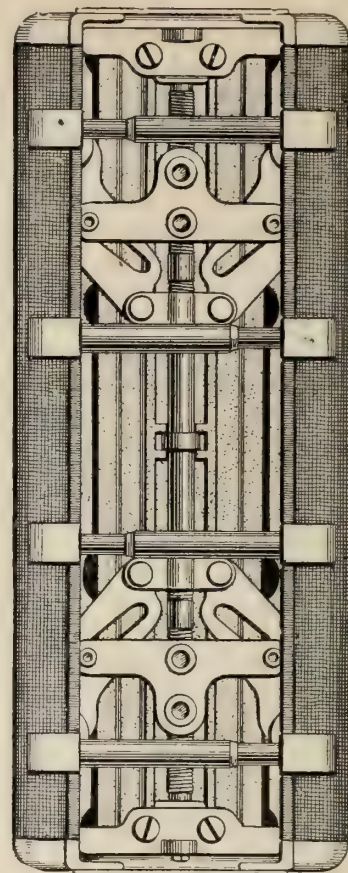


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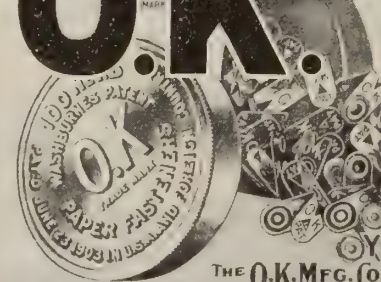
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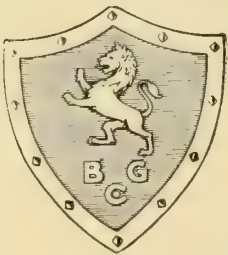
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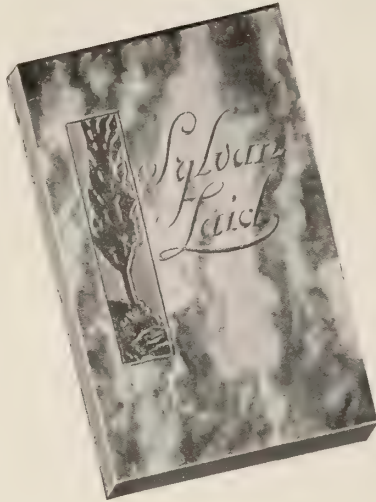
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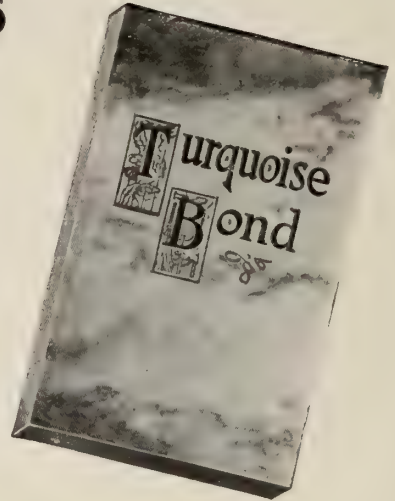
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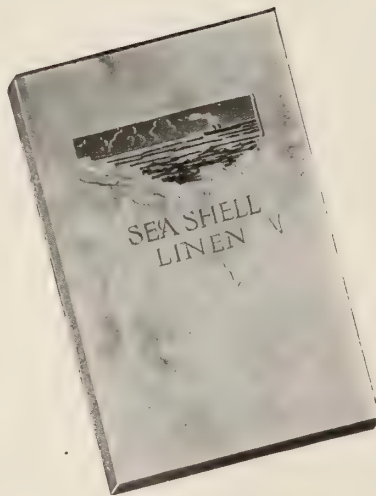
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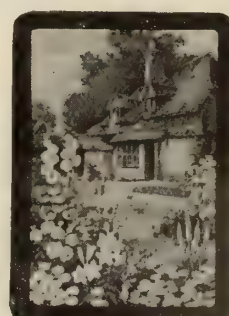
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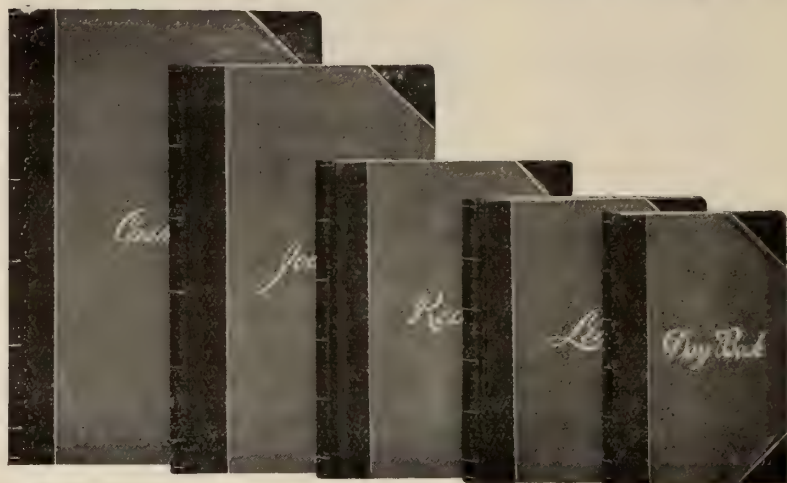
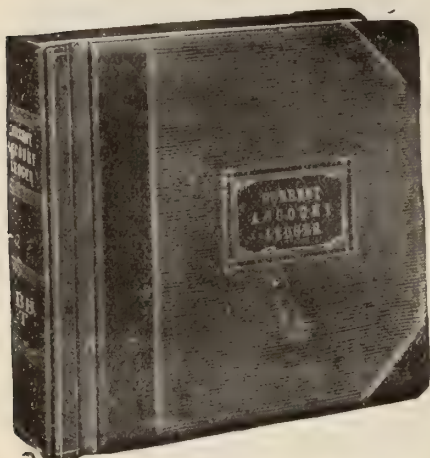
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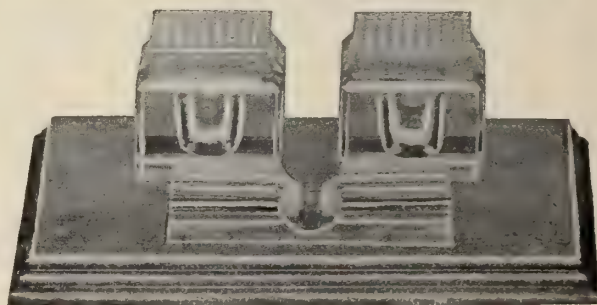


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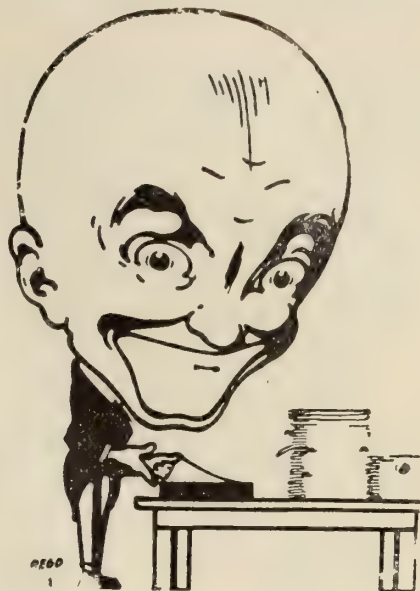
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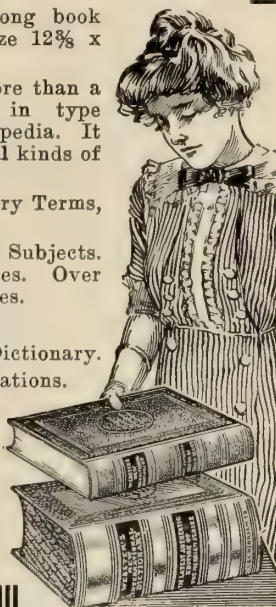
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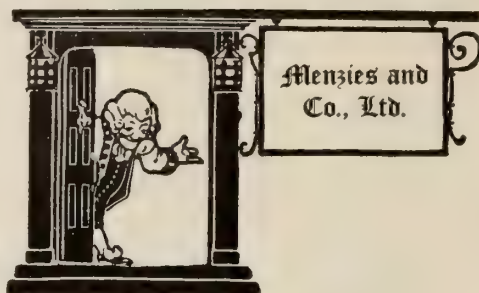
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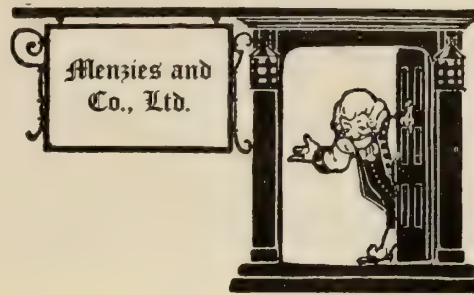
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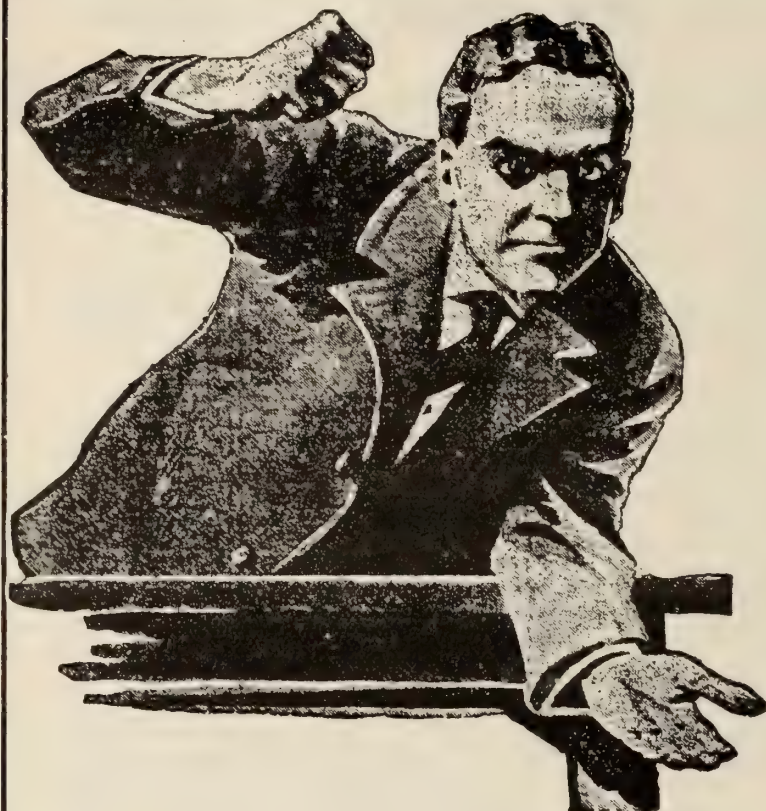
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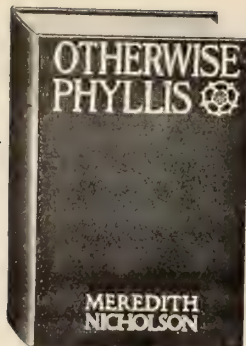
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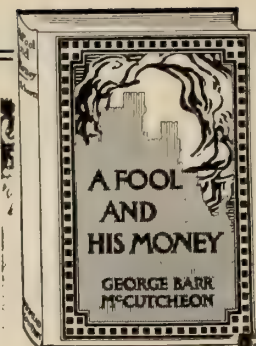
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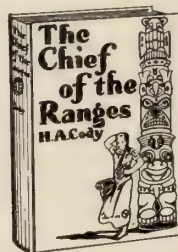
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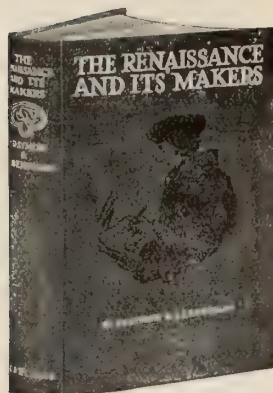
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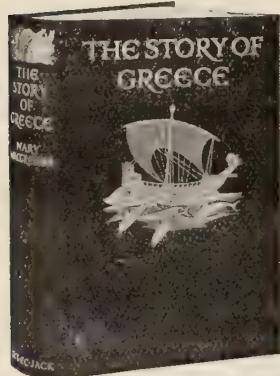
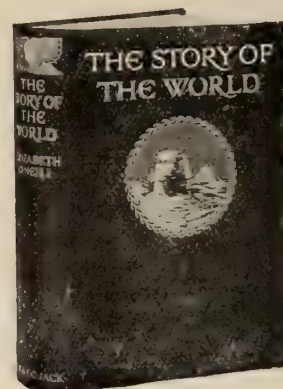
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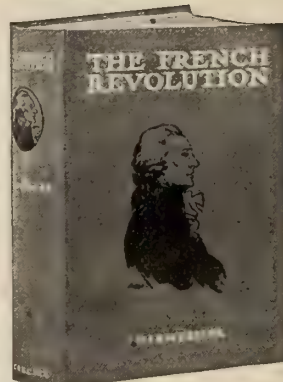


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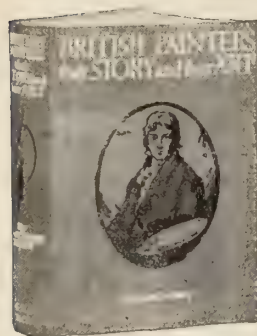
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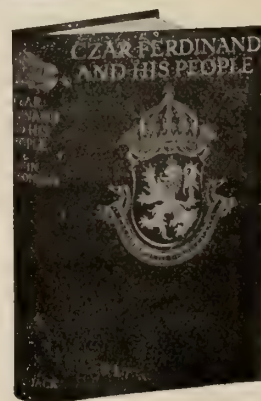
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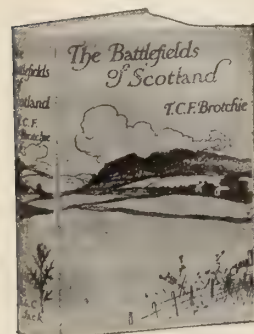
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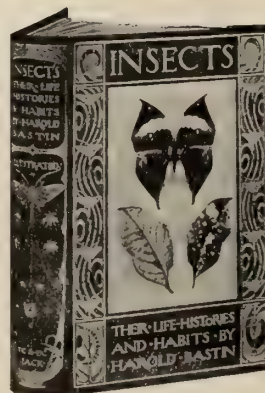
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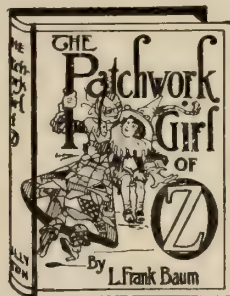


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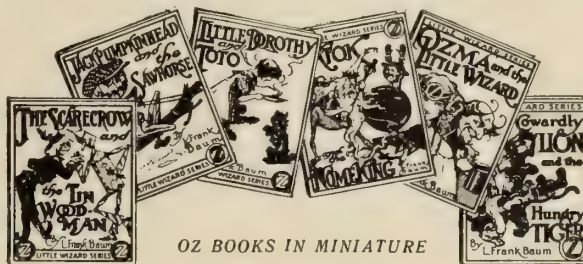
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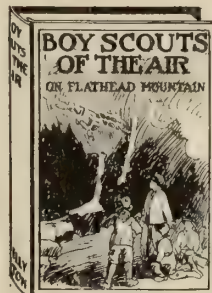
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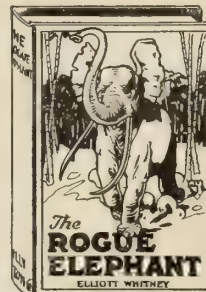
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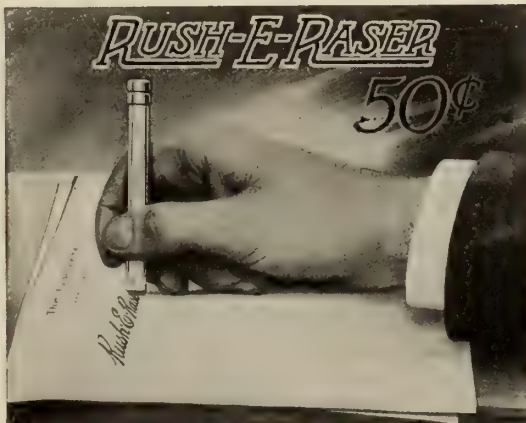


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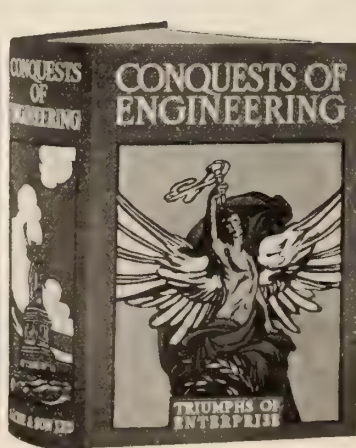
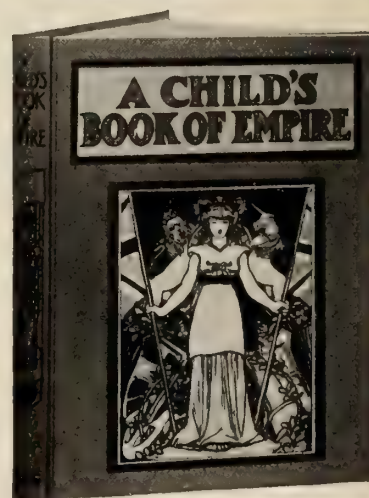
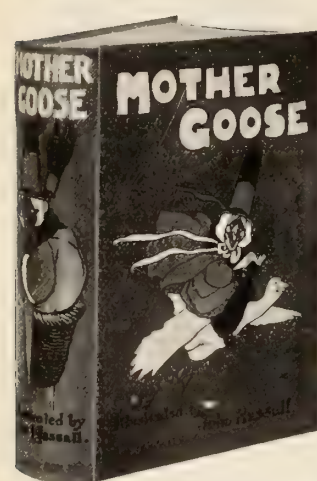
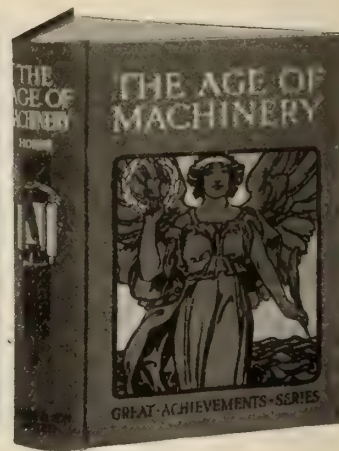
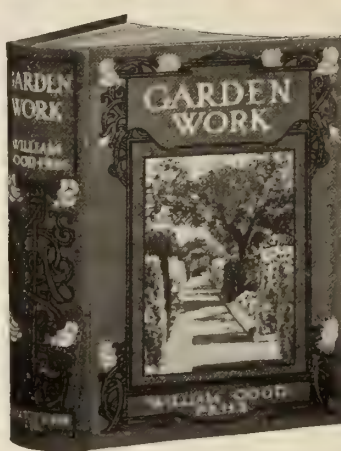
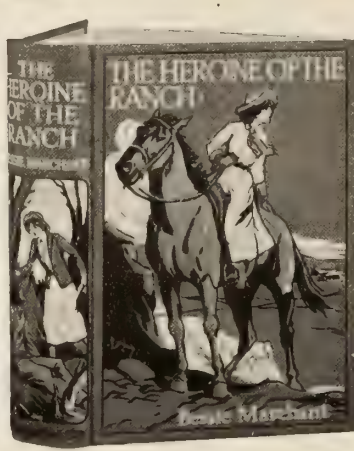
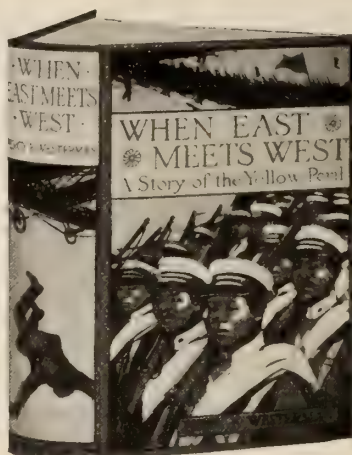
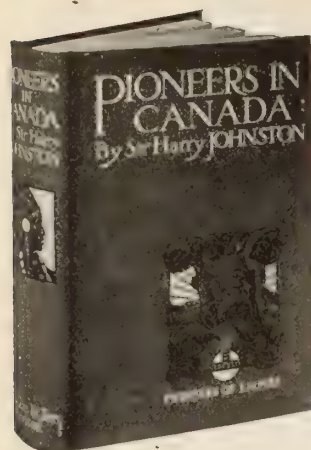
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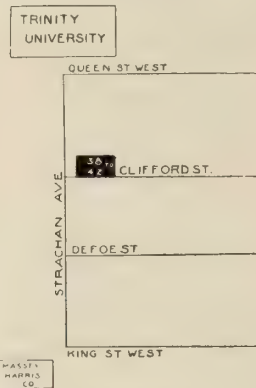
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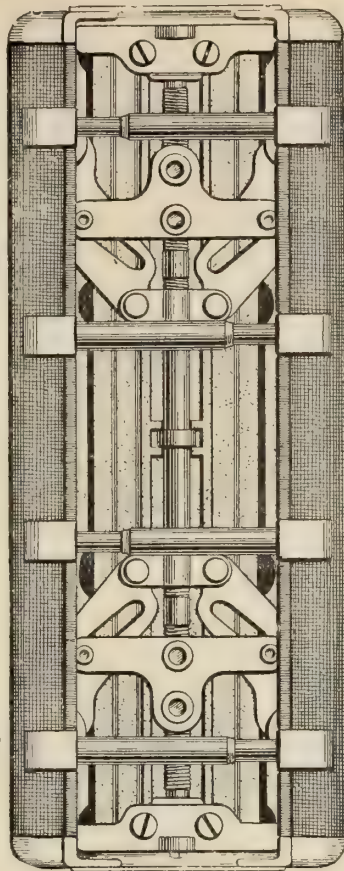
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
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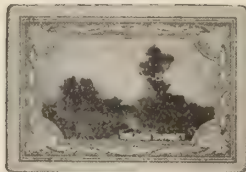
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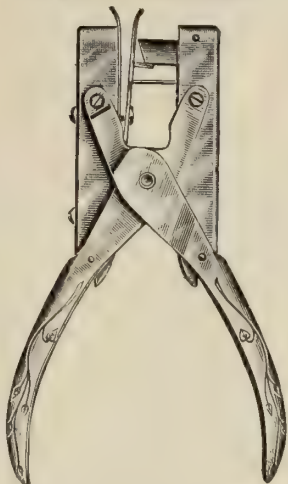
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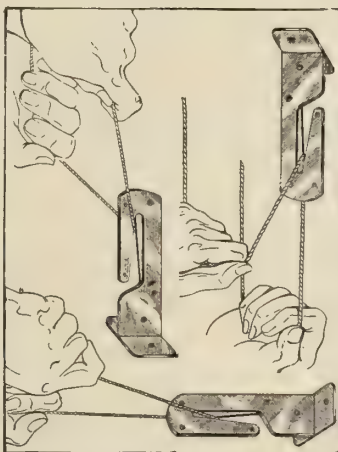


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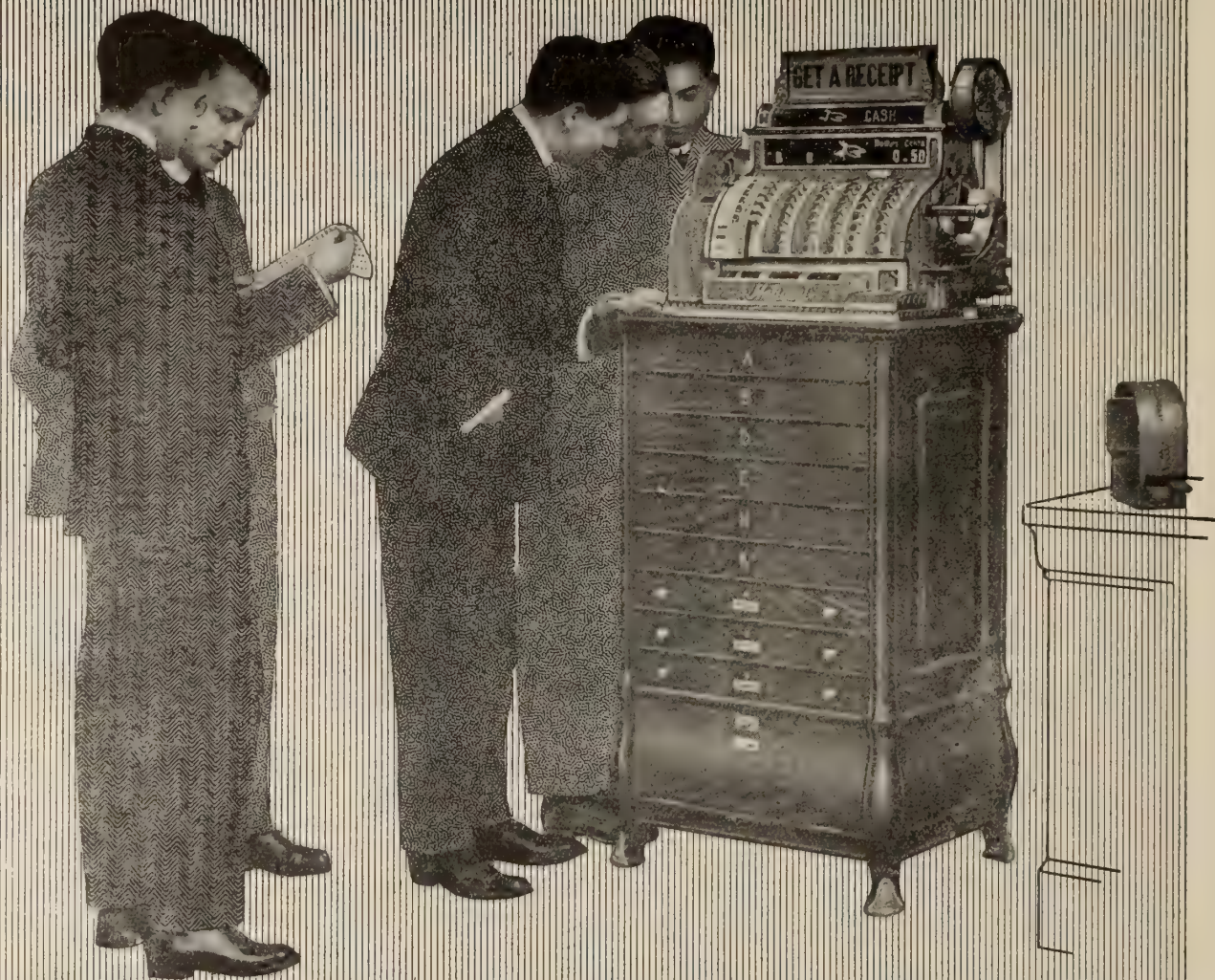
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When assistants become interested in knowing who has sold the most goods, you have furnished the best incentive for increased sales

In addition to safeguarding every transaction, the National Cash Register gives a complete record of the work of each assistant. He knows that he positively receives credit for all the work he does.

This encourages industry, honesty and carefulness, and cultivates a friendly rivalry to sell more goods and increase your trade.

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No broken points.



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Through honest merit in their quality and originality, the HIGGINS' PRODUCTIONS have gained an enviable reputation that is world wide. They are only CHEAP WHEN QUALITY IS CONSIDERED. The most profitable to handle, as they create, foster and retain trade. The liberal policy of advertising pursued by the makers, as well as their absolute fair dealings with the trade, is sufficient to warrant every Stationer in keeping a full stock of these standard goods on hand to meet the demand that is being constantly created for them.

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Spreads with great ease and smoothness, catches quickly and dries quickly. Does not strike through nor warp paper. Has novel adjustable brush.



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An entirely novel and superior Adhesive, specially prepared for Mounting Photographs, Aristotypes, Scrap Pictures, Engravings, etc., and for general use as a substitute for fluid mucilage. It is not a Flour or Starch Paste, but is rather a Vegetable Glue, being a new discovery in the chemistry of adhesives. It is the most largely advertised and best known of all so-called "White Pastes," and is an ORIGINAL Product.



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ENVELOPES



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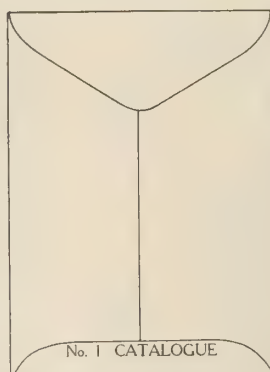
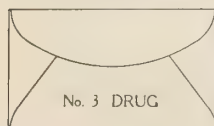
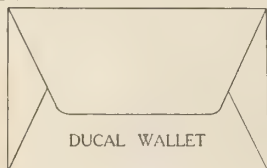
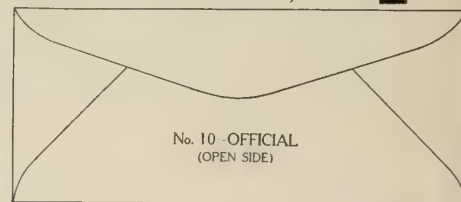
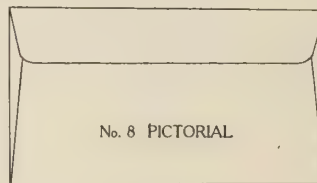
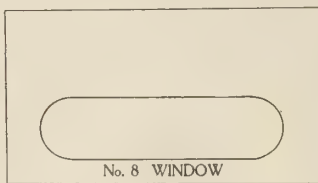
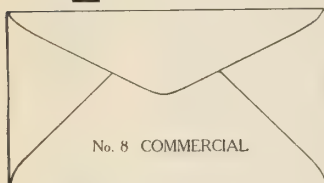


A SECTION OF OUR FACTORY
WHERE THE PAPER IS MADE INTO ENVELOPES



THE "HOUSE OF GAGE"
WHERE THE GOODS ARE SHIPPED FROM

A Few of the Sizes We Stock (SPECIAL SIZES MADE TO ORDER)



WE COULD MAKE THEM CHEAPER,
BUT WE WON'T.

WE WOULD MAKE THEM BETTER,
BUT WE CAN'T.

W. J. Gage & Co. Ltd.
82-94 Spadina Avenue
TORONTO

"THE HOUSE OF GAGE"

Mainly About Ourselves

HOW YOU WILL BENEFIT.

The earnest perusal of every page of both editorial matter and advertisements in this big issue of *Bookseller and Stationer* will amply repay the merchant for the time this will occupy.

Read it systematically, jotting down the different points that furnish ideas for greater efficiency in merchandising.

You can get valuable suggestions to guide you in your advertising, in your window trims and of particularly practical value are the paragraphs setting forth methods advantageously put into use by other merchants.

Throughout the paper you will find interesting and specific information about seasonable lines. In this respect especially, the advertising pages will furnish valuable intelligence concerning merchandise that can be profitably handled. Naturally, the firms, in their announcements present particulars pertaining to propositions that will be productive of profits for the progressive merchant.

As has been pointed out on several occasions in these columns it is especially advisable for the merchant alive to his best interests, to read everything in the paper because of the probability of his competitor doing just that. Do not allow the other fellow to steal a march on you in that manner.

Make it a point to act without delay on every suggestion that comes to you in this way.

There is not a dealer that cannot, in this single issue, obtain material benefits that will many times repay the dollar paid for a year's subscription.

* * *

While dwelling on this subject of the benefit to be derived through the intelligent use of the trade paper, it will be in order to suggest the advis-

ability of a good measure of co-operation. You, Mr. Dealer, have no doubt recently adopted some new scheme that you have originated yourself, that has benefited your business. Why not write the editor of *Bookseller and Stationer* about it so that it may be set forth for the benefit of other dealers.

The regular interchange of ideas through the medium of this paper would be a variety of reciprocity that could not fail to highly benefit all the Canadian booksellers and stationers.

Let there be a grist of such contributions for the November issue.

Do not wait for the other fellow to start, take the initiative yourself.

This call is to the assistants in the stores as well as to the proprietors.



OUR COVER DESIGN.

C. W. Jeffreys has become one of the best known of Canadian artists, and it is doubtful if he has ever done work more typical and true to life than the series of Canadian scenes which he has painted for the front covers of the annual spring and annual fall numbers of *Bookseller and Stationer*. In these pictures, Mr. Jeffreys has been giving scenes of Western life, striking pages from the book of an almost miraculous national development.

This latest picture represents a centre for grain storage in the fall of the year when the Western farmer brings in the result of his year's toil. The scene is distinctly typical—oxen, horses and traction engines mingled together, all on the same errand and representing as it were, the past, present and future of agricultural transportation methods.

The picture is particularly appropriate for the present year when crop prospects are so bright and, further, when good crops are so necessary.

The Demand throughout Canada for

Stephens' Ink

always large, is rapidly increasing. No progressive Stationer's stock is complete without a liberal supply of Stephen's Blue Black Writing Ink in all sizes.

Any of the following Wholesale Stationers will be glad to supply you:

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Brown Bros., Limited, Toronto
Buntin, Gillies & Co., Limited, Hamilton
Clark Bros. & Co., Limited, Winnipeg
Smith, Davidson & Wright, Limited, Vancouver
J. & A. McMillan, St. John, N.B.
Barnes & Co., Limited, St. John, N.B.
A. & W. McKinlay, Limited, Halifax, N.S.

H. C. STEPHENS

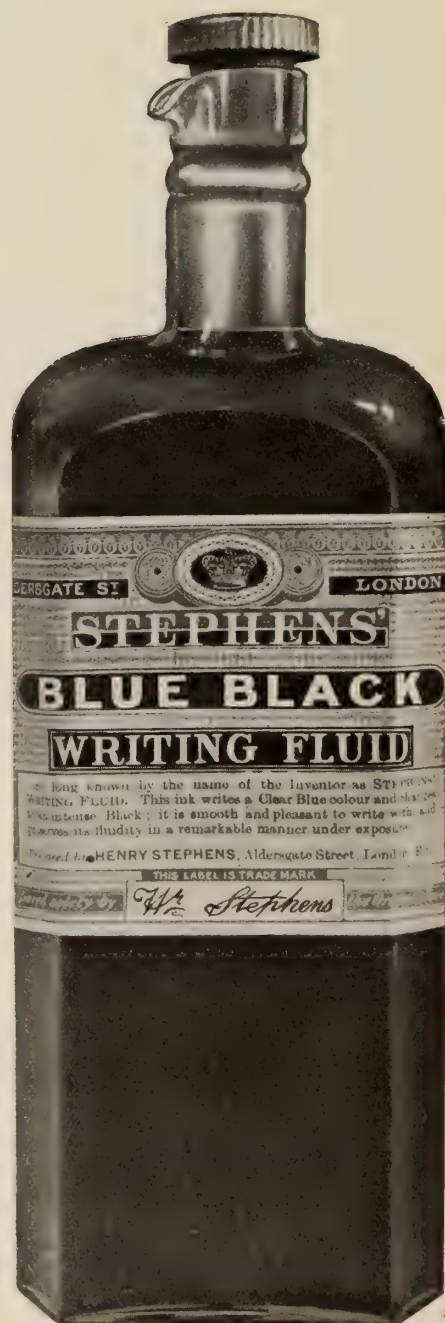
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MONTREAL, - QUE.

Sole Agent for Canada



Bookseller and Stationer

and Office Equipment Journal

Vol. XXIX

TORONTO, CANADA, OCTOBER, 1913

No. 10

MERCHANTS' WELFARE WORK.

The local merchant contributes to the upbuilding of the community in which he lives. He is a part of its social and religious life. His stock of goods is assessed for the purposes of local taxation by the assessor. He pays a very large proportion of the necessary expenses of maintaining the municipal government. He contributes to the thousand and one demands of the social, religious and political well-being of his village or city. His success and prosperity are the success and prosperity of the community generally. His poverty and failure spell the doom of the country town and village in which he lives.

These points have been set forth time and again but it does no harm to occasionally dwell upon this subject and to urge retailers to make judicious use of these arguments in their advertising and in conversation with townspeople. Reasonable appeals will convince reasonable people, and there is no doubt that it can be effectually impressed upon them that it is to the general interests of the community and consequently to themselves individually, that the local merchant should have the support of the people of the town. The merchants engaged in the various lines should act together in this welfare work and if the bookseller and stationer will take the initiative and become the moving spirits, it will obviously prove a good stroke of business. Put the ball in motion without delay.

THE COMING OF PARCELS POST.

Starting Right.

The coming of the parcels post in January is going to usher in a new condition which will have a far-reaching effect upon retail merchandising. Fortunately, however, the system to prevail in Canada is to be of a nature less likely to be injurious to the retail merchant than those in operation in Europe and even more favorable to these merchants than the modified form taken by the parcels post system recently established in the United States.

There will be a danger of loss if the buyer is not charged for the stamps needed to send his purchases through the mails. As starting right is everything, perhaps a further admonition may do some good in the way of fixing a trade custom before it is too late. The precedents are all in favor of charging the buyer with all shipping charges except when he is within the free delivery limits, which are usually confined to the local town or city.

Many small parcels will come to retailers from the wholesale houses by parcels post, but while the consignee heretofore paid expressage on goods, the merchandise being taken by the transportation companies on that understanding, a different situation will now be presented because the shipper must first pay the post office in stamps before the parcels will be accepted. This neces-

sary prepayment will complicate things, as the buyers will get the goods ordered before being asked to pay for their carriage. Under parcel post the buyer will get his goods without any trouble, charges or noise. Having obtained them so easily he will naturally resent the extra charge for stamps, looking upon it as an imposition and as something included in the purchasing price.

In case of sending cash in advance the dealer may refuse to pay the charge for stamps, especially if not in the habit of trading with the house in question. The attitude likely to be assumed in such a case will be that having paid the list price, further payment should not be asked for. He will be apt to say also that the goods in question had been sold even before being ordered, no provision being made for anything extra for postage in the price charged the customer. Other excuses will be invented and there will be continual sources of trouble arising out of parcel post shipments unless charging for stamps is fixed as a definite practice and understood by all retailers.

THE SUGGESTION BOX.

Many large manufacturing institutions and other business houses obtain good results through "The Suggestion Box." Why shouldn't the scheme be adopted by retail stationers? The suggestion box could be placed in a prominent position, suggestions for improving the business being invited not only from employees, but also from customers. In appealing to customers the idea of co-operation would be emphasized and it is always good business to impress upon people the fact that the book and stationery store as an institution exists not only as a profit-producing medium for the proprietor, but as a convenience for the people, consequently the latter should feel sufficiently interested to offer suggestions for improvements when the opportunity is afforded them. Of course, a lot of suggestions are made that are impractical or impossible, but once in a while along comes a good one that the management wonders was never thought of before. Two heads are better than one, and a dozen or twenty are still better. As to suggestions from employees, some houses offer a cash prize to the contributors of suggestions that prove good enough for adoption, and in this way the interest of the force is stimulated and clerks will continually try to think of some change that might prove beneficial.

While on the subject it will be as well to add that Bookseller and Stationer has a suggestion box for which contributions are always welcomed from merchants and their assistants.

GOOD BUSINESS BUILDING.

It is not always the offering of a lower price that attracts trade. In fact, continually harping on price reductions, "slaughter sales," "carnivals of bargains" and the like, tend to cheapen a store and sometimes drive

away the better class of trade whereas only the least desirable custom is attracted. Efficient retailing is identified with good store service, clever, attractive, energetic, legitimate and persistent appeals for trade, backing up good merchandise and good values to ensure the good will of the public. Accomplish that and success is assured.



TRAVELER AND MERCHANT.

Some travelers make it their aim to sell a merchant all they can possibly induce him to buy, having an eye only to the ability of the man to pay for his purchases. Others seek to advise the merchant regarding quantities and other essentials. Which is the better policy for the traveler to pursue?

Logically it would seem that the considerate course of the latter salesman would ultimately gain more business than the loading-up policy, and it is probable that in the main such is the case. But salesmen who adhere to the sell-all-you-can plan, in justification of their system, say that if they do not take the orders, rival salesmen will, so why not take everything that offers? One can almost hear the big, burly, bluff traveling man dispose of the whole question with: "It's his funeral if he buys too much. I'm paid to sell goods, and if he makes a mistake, it's up to him!"

The pity is that unrestrained buying really has been many a merchant's business funeral. A word now and again will be well directed in advising every merchant to carefully contemplate this whole question, so as to be able to weigh every proposition strictly on its merits, dispelling such non-essential influences as the varying abilities of different salesmen in respect to hypnotic suggestion and the weaving in of a glamor of glowing tints with their selling story. The merchant should always see to it that he is the master of the situation, but be willing to take advantage of all possible assistance which commercial travelers are so well equipped to afford retailers in the way of genuinely promoting their interests. Co-operation of this sort is calculated to minimize a trade evil that has led to seriously handicapping many merchants, putting not a few out of business entirely and eventually would lead to conditions beneficial to the trade as a whole.



DON'T ALWAYS WAIT TO BE TOLD.

The stationery store clerk who has the habit of always waiting to be told what to do, generally has to wait for an increase in pay until he asks for it, and he doesn't always get it even then.

It is the man who does a little thinking for himself that gets ahead. The young man who doesn't leave all thought about window displays to the window dresser, and all thought about keeping the place neat and attractive to the porter, stands a much better chance of advancement than the one who is content to merely go about his routine work in a routine way.

It will not do you any harm if you do a little dusting and a little polishing yourself in what might otherwise be dull moments. If the goods on the shelves need rearranging, don't wait until the manager tells you to do it. Keep your eyes open and your mind active, even when you are not waiting upon a customer.



It is perfectly fair to increase your own trade by getting business away from your competitor, but don't allow yourself to do things merely to injure a competitor when it will not be playing fair. Wise merchants have discovered that the more business their competitors do the better it is for themselves.

The calendar is the indoor billboard, and the calendar that buys the best position is the best calendar; less attractive calendars take second place, and so on, till we come to the calendar that must be satisfied with any old space or the basket.

Better Debt-Collecting System Wanted

Western merchants will be greatly interested in the resolution passed by the Associated Boards of Trade of Western Canada dealing with the payment of small debts. The point chiefly discussed was the want of legislation to make a debtor pay his bills after his creditor had secured judgment against him. This resolution will be presented to the Manitoba, Saskatchewan and Alberta governments requesting them to enact legislation along the lines suggested in it.

If legislation is passed along the lines requested, it will enable creditors to have garnisheed the wages of those who owe them and to receive a certain sum of money per week, month, etc., until the debt is paid.

"Any party," reads the resolution, "having an unsatisfied judgment or order for the payment of money by any person residing in the Province of _____ may, upon filing with the clerk of the District Court in which the judgment debtor, garnishee or other person so ordered to pay resides, a copy of the said judgment or order, obtain from the said clerk a subpoena which shall be served personally upon the person to whom the same is directed, requiring him to appear before the judge of the said court at a time and place therein expressed, to answer such things and to produce such books, papers and documents as are therein named; and if the defendant appears in pursuance thereof he may be examined upon oath touching his property, real or personal, belonging to him, or alleged to belong to him, and his estate and effects, and the manner and circumstances under which he contracted the debt, or incurred the liability which formed the subject of the action or proceeding, and as to the means and expectation he then had, and as to the property and means he still has, of discharging the said debt or liability, and as to the disposal he has made of any property, and what debts are owing to him. The costs of such summons and of all proceedings thereunder shall be in the discretion of the judge."

If it is found out in the enquiry that the defendant who was ordered to pay is in receipt of a salary sufficient for the support of himself and his family and also to allow a weekly or monthly payment to be made, power is wanted for the Judge to make an order directing him to pay to the plaintiff a specified weekly or monthly amount. Or if the defendant has a trade or calling which would enable him to earn sufficient money for the above purposes, the same power for the Judge is asked for.

This is undoubtedly something badly needed in Western Canada. As it is at present a merchant may befriend someone, in the matter of giving credit, only to find that he has an exceedingly long chance of getting his own, should the debtor refuse to pay. Western merchants should follow up this resolution which is going to the governments of the three Western prairie provinces and see that some such system is adopted.

What is really required all over Canada is an inexpensive small-debt court which would not only collect a debt but allow the merchant something after it has been collected.

It would be well for merchants in Eastern Canada to bring this question up in the local Boards of Trade with a view to joining in with this movement to make it nation wide.

Ceramic Department Would Pay

Growth of the Arts.

The rapid development of the art of ceramics has created an important new merchandising field which retail merchants have failed to fully appreciate. However, the art is still comparatively in its infancy in Canada and forms a real field of opportunity for the booksellers and stationers of this country. Periodicals and books dealing with this subject are published in the United States and it would be advisable for each merchant to get into touch with some of the many supply houses, procuring catalogues and posting themselves concerning the art and its requisites and then to size up the situation in his town so that he may form a good judgment as to the best plan to follow in establishing a department devoted to ceramics in his store.

No doubt he will find some young ladies who have taken up ceramics and among them, one who would be willing to take charge of this branch in the store, or, failing in that it would be an easy matter to have a young woman study the art and prepare herself to do this.

It would be an advantage to the public in thus having a store to go to for the finished products, and the sale of these would yield a good margin of profit.

Naturally, this would have the effect of spreading interest in ceramic work and soon there would be a decided call for the various supplies required in pursuing it. This new field is going to be a better one year by year. Now is the time for the enterprising merchant to enter upon it.

Should any further information be desired, it is obtainable through Bookseller and Stationer's special service department.

Initial Stationery

Demand is Heavy.

The demand for a really good initial stamped in gold or in gold and one color on either paper or correspondence cards has been so heavy as to bring forth a number of styles, many of which are typographically reproduced, where the gold tarnishes in a short time. These are not in the same class with the steel die stamped initial.

The chief factor in handling initial stationery is the promptness with which shipments can be made by the manufacturer who must keep on hand at all times a good supply of the best selling letters, some letters being more popular than others and more likely to be depleted.

A dealer who has stocked up with a certain style of initial dislikes to lose a sale by reason of being out of an initial for any length of time—hence service is an important factor in selecting the line to be installed.

Linen finish stocks sell the best and the long, narrow initial in gold, well stamped on either a linen sheet or a three-ply card finds the most favor. With the initials in one color and gold an entirely new departure has been made and one which has proven universally successful. The most effective ideas are shown in the "Cubic" letters, which look like an old-fashioned cross-stitch that our grandmothers used when they sewed those homely old mottos, such as "God Bless Our Home." This letter is very popular with the women, as it is done in a delicate shell pink and most beautifully boxed. The "Mission" style letter in a delicate shade of gray and gold is also a very heavy seller. An attractive box makes quick sales.

Live stationers know the advantage of counter display, and the latest idea in initials is a water-proof and dust-

proof card which is directly in the line of vision of the possible purchaser at all times.

Here is a strong suggestion—a silent bid for business—and at the same time a mighty factor in handling initials, as it saves the salesman's time in getting down a certain style of letter from the shelf. Each letter is plainly displayed on this chart and in such an attractive way as to induce a sale.

The sale of initial paper and correspondence cards is a profitable end of the stationery business.

Storage Section for Stationery

Selling to Office Men.

The sale of storage sections similar to those of the sectional book cases offers a good field for developing additional sales, these sections being admirable for use in offices for the orderly and secure keeping of stationery supplies.

How often it is to be observed that these supplies are allowed to lay around in various parts of the office, perhaps under the counter, or on a shelf or even on the window sill—in every instance exposed to a considerable amount of dust and dirt, which naturally results in the spoilage of many good forms.

Keeping these supplies in sections behind glass doors will not only improve the appearance of an office, but effect a considerable saving by reason of the prevention of spoilage.

Bring these arguments to bear when soliciting business from office men. Make your talk interesting. Office men will naturally give ear to practical and sensible talks about better methods and it should be comparatively easy to present your case in such an appealing manner as to clinch it with a sale.

CONSCIENCE MONEY.

A penitent thief added to the receipts at Pearson's bookstore, Calgary, recently. The letter received with the money tells the whole story:

New Mexico, May 15, 1913.

Mr. Pearson, Bookstore, Calgary, Canada,

Dear sir: Please find enclosed \$8 to pay for an article I stole from your store five years ago. It was marked \$6 and I have added \$2 interest, which I hope is satisfactory. Praying forgiveness, I remain, A Penitent Thief.

AMATEUR HAND STAMPING.

No doubt the number of abandoned hand stamping presses stuck away in odd corners would be surprising if all could be located. That anyone can do the work and that the cost of the press is only the trifling sum of \$30 or \$40 or up to \$75 has been the bait which took in a great many suckers. While it is true that the outlay is not great and that learning to operate the press is a novelty the finish is generally the same—the press either goes to the cellar or the attic or some engraver takes it in trade. For a number of years the trade press has carried advertising from time to time stating in substance "that no printing office is complete without a hand-stamping press," or "that every stationer should be equipped to do hand stamping on his premises," etc.

What's the use of a stationer or printer sending out hand stamping business to the engravers and paying his good money, perhaps eight cents or a dime, to have a job of stamping done, when he can invest a little trifling \$50 or \$75 and do it himself? And lots of them have fallen for it too.—Engravers' Bulletin.

Chapman's New Bookstore in Montreal

"A Literary Mecca."

Montreal, Sept. 21st.—"Advertisement of our store and business is the goal we are continually seeking. We want to make our store the Mecca of literary Montreal—the centre about which everything in the intellectual line revolves. Whether we personally agree or disagree with all the authors of the literature we circulate is of little import. Our aim is to cause all classes and sects to look upon this store as the head source of supply." This is the policy of Chapman's Book Store as outlined by Mr. Chapman to "Book-seller and Stationer" recently.

Mr. Chapman continued: "For this reason we arranged with the Woman's Suffrage League of Montreal to give over a certain section of our store to their literature. We get any books or pamphlets they want for them, and thus direct their various members to our store."

"We make a specialty, too, of carrying all religious books which are in popular demand. So successfully have we worked this out that frequently ministers have mentioned our place of business from the pulpit, as a source from which certain books they are recommending may be obtained. This all goes to further advertise our store."

"Sometimes I have thought of devoting a certain space to stocking Christian Science literature, but as yet have not carried it out."

secured the agency for issuing express orders, travellers' cheques, and even Canadian Club tickets. This latter means that the name of Chapman's Book Store goes out on about 1,200 postcards alone every year. Also the store has become known as an agency through which to place want ads in any local paper, whether French or English.

In connection with the book end, too, store advertisement is accomplished. Mr. Chapman owns a circulating library and rents out books by the day, week or month.

Popular books are strongly featured. By means of large card in the window, the names of five or six of the most popular books are continually kept before the public. This card consists of a large blackboard headed, "Everybody is Reading . . ." and with the names of the books attached on small strips of bristle board.

The illustrations herewith show the exterior and interior of the new Chapman Book Store at 190 Peel St. In store front and window construction Mr. Chapman believes he has the very latest. The whole front is of glass and arranged in such a way that in addition to the displays above the street level, four complete displays can be made.

In the interior one of the striking features is the mezzanine floor. This practically doubles the space in the store, and finished as it is, supplies a fine place to display all pic-



Some good ideas for stock arrangement are afforded by this interior view of the Chapman store.

"Frequently we advertise our store as Montreal's Literary Mecca. One day a customer came in and asked to see Mahomet, so of course I had to pose as that worthy myself," stated Mr. Chapman, with a ready smile.

Many other ideas are worked out, all of which make the store more generally known. On moving to the new location at 190 Peel Street—shown in the accompanying illustration—one of the first things done was to get a letter box in front of the store and to have painted on the side, "Stamps sold here." For advertising purposes also, the store has

tures and flat articles. Another advantage this affords is the possibility of carrying all partly-out-of-season stock above, and featuring only directly seasonable goods below.

On the mezzanine, too, at the rear, are situated the main offices. Mr. Chapman has also installed two toilets for the comfort of staff and customers.

In every way he has endeavored to make his store as up-to-date as possible.

Though Mr. Chapman has now moved from the main street, he considers that he still has one of the finest loca-



Showing the exceptional display efficiency of the front of Chapman's new store.

tions in the city. In advertising location he speaks of the store as on the main thoroughfare between the Windsor Hotel and the Ritz Carlton, and from the station to the mountain.

DEATH OF L. I. SNYDER.

The many friends of Louis I. Snyder will be inexpressibly shocked and grieved to learn of his sudden and untimely death on Tuesday, September 9th, at Toledo, Ohio. Having gone over from Western Ontario with Mrs. Snyder to spend Labor Day with relatives, he was taken with a slight indisposition, which suddenly developed into appendicitis. He was immediately operated on by Dr. C. N. Smith at the Flower Hospital in Toledo, but did not survive the operation. The funeral was on Friday, September 12th, at Perrysburg, Ohio, from the house of Mrs. C. L. Maddy. Among those who attended was Richard B. Carter, resident of the Carter's Ink Company, with whom Mr. Snyder was employed; and many other business associates would have similarly testified their friendship and esteem if they could have known in time.

But few have been better known to the trade than the genial Lou Snyder. Born in 1872, he early displayed his self-reliance by securing for himself his first position, before the completion of his business college training. After serving in the Spanish-American War, he travelled for the American News Company, the old house of Edward Kimpton, and the A. Dougherty Playing Card Company of New York City. For the last four years he has been in the employ of the Carter's Ink Company, most of the time as manager of their Montreal branch, where his loss will be sorely felt. This experience gave him a wide acquaintance in many parts of the United States and Canada, and wherever he was known he was both respected for his ability and integrity, and loved for his unchangeably sunny disposition. His nearest friends can also testify to a constantly increasing strength of character, for which he has been as deeply honored as he is loved for his personal traits. He was married two years ago and leaves his wife, but no children.

THE NEW ROLLAND MILLS.

The Rolland Paper Company have now completed their new mills at Mont Rolland, P.Q., and have started running them at full capacity. These mills, they claim, are the finest of their kind in the Dominion, and they particularly pride themselves that in furnishing equipment for their mills they

used, as far as possible, machinery and supplies "made in Canada."

This policy has been a strong feature in enhancing their reputation as the "Made in Canada" paper people.

Recently this firm have moved into their new general offices at 384 St. Paul street, Montreal, equipment of which is highly modern throughout.

LONDON STATIONER TO BE LORD MAYOR.

Alderman Sir T. Vansittart Bowater, Chairman of Directors of the well-known firm of W. V. Bowater & Sons, Ltd., paper merchants and wholesale stationers, of London, England, is to become the Lord Mayor of London for the ensuing year. Sir Vansittart takes office in November next. Messrs. Bowater & Sons, Ltd., contemplate opening an office shortly in Canada.

This firm occupies the extensive and commodious premises at 150 Queen Victoria Street, E.C., where every facility for the smooth and systematic conduct of a big business exists in a high state of organization; while their large requirements with respect to warehouse space and transport conveniences are met by capacious stores in Worship Street, E., and several well-equipped wharves, also with ample storage and packing accommodation, at Bowater's Wharf, Bankside, E.C., Morden Wharf and Paper Works, Greenwich, and there is also a Scottish branch in Glasgow.

BUSINESS IS GOOD.

Reports during the past week indicate that there is a better feeling in mercantile circles than has existed for some time. Jobbers and manufacturers report that there is a good improvement in sorting orders and some retailers are asking for earlier deliveries on fall goods than the time specified on the booked orders. Up to the present time many of the retailers, particularly in Ontario, have done as much business, or more, than up to the corresponding period of last year. In several instances retailers report a large increase to date over the corresponding period of last season.

MONTREAL BUSINESS SHOW.

Montreal, P.Q., Sept. 12th.—The Montreal Business Show will be held in the Arena, St. Catherine St. West, from October 8th to 15th. One of the main displays of interest to dealers in office equipment will be a model business office designed to show what equipment a modern business office should contain. This, it is claimed, is something which has never yet been shown in any business show.

Other regular features will be typewriting contests, shorthand contests, and adding machine contests.

TRADE NOTES.

An interesting visitor to Toronto in the first week of the Industrial Exhibition was Thomas Sloane. Mr. Sloan, who is in charge of the business of the L. E. Waterman Company and L. & C. Hardtmuth in South Africa, had formed rather a poor estimate of Canada, based on derogatory reports industriously disseminated in his country, and what he saw in his brief visit to Montreal and Toronto, and especially at the big fair, caused him to quickly readjust his conception of Canada. Mr. Sloan was accompanied in his visit to Toronto by F. D. Waterman, of New York, and E. J. Kastner, head of the Canadian house.

Dr. E. Rommel has purchased the drug and stationery store formerly conducted by F. C. Fowler in the town of Earl Grey, Saskatchewan.

R. MacFarlane & Company, druggists and stationers, Durham, Ont., sustained a loss by fire on September 17th. The adjoining premises, occupied by Black's hardware, were also damaged. Both buildings are the property of Mr. MacFarlane, so his loss was not confined to the stock destroyed in his store.

THE NEW HIBBEN STORE.

The accompanying picture of the new home of T. N. Hibben & Co., booksellers and stationers, of Victoria, B.C., was taken during the carnival celebration in that city in August, accounting for the abundance of flags and bunting decorating the building. Readers will recall the report of the fire which destroyed the old Hibben store in November, 1911. The new store is one of the finest retail book and stationery establishments in Canada.



The new building of T. N. Hibben & Co., Booksellers and Stationers, Victoria, B.C., replacing the one destroyed by fire in November, 1911.

NEW COMPANIES IN THE UNITED STATES.

The Lightning Letter Opener Co. have been incorporated at Rochester, N.Y., with a capitalization of \$25,000. The incorporators are D. E. Campbell, G. A. Cogswell and R. C. Spangle.

The De Luxe Manufacturing Co. have been incorporated in Chicago, Ill., to manufacture fountain pens. Their capitalization is \$25,000. Incorporators are H. F. Myers, A. McArthur and A. L. Blunt.

The Weidener Co. have been incorporated at Akron, O., with \$10,000 capital, to deal in novelties, etc. The incorporators are C. W. Weidener, Ralph G. Thomas, G. V. Jefferies, A. Matthes and S. W. Lutz.

The Post-Haste Card Systems Co., were incorporated in Buffalo, N.Y., this week to deal in office furniture, etc. They start business with \$25,000 capital. The incorporators are Thomas G. Ward, Robert D. Struble and George H. Ward.

A Column for Clerks

By the Junior Partner.

Say boys, what do you do when the boss is absent? Do you loaf around and let disorder reign, or do you keep the store nice and tidy? Do you hang around the front steps talking to Tom, Bill and Joe, or do you stay inside where you belong and keep a business appearance about the store? Do you give customers just as little attention as possible, or do you take care to be polite and try to please them? Do you show them you are in a hurry to get rid of them whether they buy or not, just so they go away and quit bothering you, or do you endeavor to be patient with them no matter how much time it takes?

These and other things of like color are what work the difference between the faithful and unfaithful clerk. As we sow we reap. He that is shiftless about other people's business that he is paid to look after will grow into a habit of shiftlessness sure to work harm to his own affairs, if he ever has any, even though he is not found out and called down or discharged by his present employer.

There are three types of employees.

1st—Those who perform—painstakingly enough, perhaps, the duties assigned to them and then patiently wait until someone winds them up again with another piece of work.

2nd—Those who rush to the powers that be and ask for more, as soon as they give the last slap-bang to what they were doing.

3rd—Those who can keep themselves going, by noticing what should be done and doing it.

And, it's only the pay envelopes of the last that ever acquire the podginess of prosperity.

Lose a sale because prices are too high or because goods are not the kind wanted and you merely miss a profit. You can sell the same person next day or next week or next month, but offend him by some tactless remark, some uncalled for rudeness, and he will remember it for years—and his knocks will not be boosts.

One of the first lessons for the new clerk in the store is the proper parceling of goods. No one wants to carry an ill-arranged parcel along the street. The particular customer, too, will often judge the dealer by the sort of parcel he delivers. The proper wrapping of parcels may seem to be an insignificant thing, but if carelessness in this regard loses but one customer a year, it means considerable loss.

The Value of Suggestion.

The clerk in a stationery store should always be ready with helpful suggestions to the customer who seems at all in doubt. And the only way that he can do this is to know the stock thoroughly.

The chief value of a suggestion is in the way that it is made. It should never be made in an imperious dogmatic way, as though the clerk felt that the customer was bound to follow it whether or no. Many customers are certain through sheer contrariness to reject advice that is given in such a tone or manner.

But on the other hand, if the clerk can offer a suggestion in a tone and with a manner that suggests that he is sincerely desirous of helping the customer to make a satisfactory selection, the customer is likely to not only follow the suggestion, but to be favorably impressed toward the goods purchased, so that he is far more likely to be pleased with them than he would be under other circumstances.



Office Equipment

Spread of the Loose Leaf Idea

How to Get This Trade.

By W. S. Winch.

The "loose leaf" systems have come to stay. Ten years ago the old style blank books held sway and occupied a prominent place on the stationer's shelves along with the old style letter copy books. But to-day conditions are rapidly changing. Business systems are swaying to loose leaf as the more convenient and more speedy working form, and instead of copying letters, the modern filing cabinet is brought into use.

"A rather unfortunate phase of the stationery trade," stated a loose leaf salesman to "Bookseller and Stationer" recently, "is the attitude of indifference with which a number of retailers look upon loose leaf systems. Only the other day I went into a store in one of our Western Ontario cities and tried to make a sale. The answer I got from the manager, that there wasn't any demand for such lines, was quite characteristic of his business. He had done nothing to create a demand. He didn't use loose leaf himself, didn't even understand it sufficiently to display it to a prospective customer if asked to do so, and yet he professed to be an up-to-date bookseller and stationer. But loose leaf is here to stay, and the sooner the retailer educates himself to it, the more business he is going to turn his way."

This is, of course, the salesman's attitude—but is he wrong? How many retailers are really alive to the real importance of the distinctions between blank books and loose leaf systems? And how many really get after this line of business and make the most of it?

A few pointers as given by this same salesman to "Bookseller and Stationer" may be of value. "There are two branches of loose leaf, namely, stock branches, and job branches, just the same as in the old line of books. Until a retailer becomes quite familiar with his line, it is just as well to leave the jobbing side pretty much alone. The standard systems and sizes are those which are most likely to move out best. Whatever stock is carried, the same will need to be carried through for repeat orders. If a retailer starts making special orders, he is liable to find himself tied up with a lot of semi-dead stock, no matter how much merit the goods themselves may contain. Dead stock naturally dispels confidence, and the retailer imagining he is up against it, makes no effort to prospect or close further sales.

"In the matter of purchasing loose leaf, a good buying judgment is necessary. This is due largely to the fact that the mechanical parts are concealed in the binding, so that it takes actual wear and tear to prove the real value of the book, and also that a certain amount of mechanical skill is necessary to determine which will prove the simplest and most satisfactory system.

"If the retailer does not understand loose leaf thoroughly himself, how is he going to introduce it to a customer, demonstrate it, or attempt to make a sale?

"Whether personally he favors loose leaf or not is a matter altogether aside from the question. There are advantages to be enumerated with regard to both systems, and when it comes down to a fine thing, personal likes and dis-

likes enter in strongly, so that the attitude of the customer is always to be considered.

"In buying, however, it is well to deal only with responsible houses, whose goods have a reputation to sustain. Freaks and fads are too liable to disappear entirely, so that the goods sought should be those most likely to be not only popularly called for, but also permanent in their nature.

"This again reverts to the question of stock branches and job branches. And after all, when a retailer gains a knowledge of his proposition there is little difficulty in figuring on the special order end of it.

"The ledger, both in stock and job branches, is the prime thing. All others are mere side issues. Simplicity in construction, which of course means an absence of springs or make-shift parts in as far as possible, is essential. To empty and replace sheets and index in a ledger requires a little knack, but is in reality extremely simple."

After careful observation on the road, loose leaf salesmen claim that in almost every case it is the go-ahead retailer who takes up their goods. He sees the possibilities. "He educates his customers. The other fellow waits for his customers to educate him."

Whether blank books will ever be totally replaced by loose leaf is a matter which cannot be determined, but at present the loose leaf appears to enjoy more popular favor.



FOLLOWING UP SALES.

A Chicago office equipment house, after the installation of a filing equipment, calls again on the customer and asks how he likes it. If he replies that he hasn't started it yet, the salesman requests the privilege of starting the system for him. If the desired permission is granted, the salesman forthwith arranges the guides and starts the system with whatever material there may be to be filed. If the customer has started the system he may want some information or suggestions, perhaps more supplies. In this way the house keeps in touch with the customer and cements his esteem and confidence. Occasional calls thereafter are productive of repeat orders for supplies and sometimes for additional filing cabinets.



WHEN YOU LOSE A SALE.

When a customer comes in to your store to buy an article for which you ask \$2.00, and he tells you he can get it for \$1.49 from the mail order house, and listens while you explain painstakingly and, as you feel, prove conclusively, that yours is manifestly of higher grade and better value at the price you ask, only to have him say, "I guess I'll send to the mail order house—" what do you do?

Do you tell him what you really think of him?

Better not!

Keep your temper, hold your ground and smile as the basis of getting future business from this man.

It may be exasperating to lose a sale in this manner, but you will lose still more if you allow nature to take its course and tell the man just what you are tempted to tell him.

Even at the expense of temporary humiliation, it pays to control your temper. That is one of the requirements of good salesmanship.

Originality is a good feature of ad.-writing. But you can always get too much of a good thing.

GOOD ADVERTISING

What would be thought of the housewife who would prepare a dinner for twenty guests and when the dinner was ready to serve, happened to think that she had forgotten to invite the guests. This is a parallel case to the merchant who fails to advertise. He will spend much time and use great care in selecting and putting in order a stock of merchandise, only to sit down and wait for the people to invite themselves in to buy. Let us repeat—this is a day and age of going after business.

Three expressions that the modern business man should be ashamed to use:—

"I haven't time to read."

"This way is good enough for me."

"We never did it that way before."

ADVERTISING SEASONABLE GOODS.

Kenner's Bookstore, of Stratford, featured folding fishing rods, folding drinking cups, skipping ropes among other items in a recent advertisement. These are seasonable items. It is a good idea to present them in newspaper ads. because these suggestions act as reminders to people about little things they will require for that day a-fishing or other holiday projects they may be considering. The dealer should anticipate such things and thus turn the purchasers of these little requirements his way. It is often these little things that build up a big business.

"3 Tons of Real Stuff."

Knowles' Bookstore, of Windsor, N.S., took that method of introducing the subject of wallpapers, following it up with interesting talk:—

"What a Charming Surprise," you will say when you see our new Wall Papers for 1913. A surprise because we can show you some decorative effects which you could hardly realize could be produced from Wall papers—a surprise to learn how very small the cost of such decorations would be—a still greater surprise when these papers are hung and you find what a beautiful home they have made you.

Advertising "Reprints."

H. F. Prevost, bookseller, Cowichan, B.C., devoted a five-inch double column newspaper space to the listing of reprint novels advertising them at 75c. "We have just received 600 copies of popular fiction—Cloth bound, good print, usual \$1.50 books—now 75c." formed the introduction.

Trebilcock Bros., Peterborough, adopted a similar method including illustrations of "Joyce of the North Woods," and "Torchy," with their price of 59c in large type. A footnote said: "Call or 'phone for our free list of over 500 titles.

"Small Store, Big Value."

Harry Wilson, Transeona, Manitoba, advertised "A Branch of the Book Lovers' Library. Terms—60c. deposit

and a charge of 5 cents per book for fourteen days." One of his slogans is "The Small Store with the Big Values."

A Suggestion Successfully Followed.

A retailer cannot spend money more advantageously in the interests of his business than investing in the price of a subscription for his trade paper. The trade paper is a live force because it is constantly introducing advertising suggestions and right selling methods that can be turned

GREAT

Money Raising

SALE

**Everything
Reduced**

Have you yet taken advantage of the big reductions we are offering? The following are some of them.

OPEN EVENINGS TILL 9 O'CLOCK

<p>Writing Pads, large</p> <p>Regular 25c</p> <p>Special 15c</p> <p>Books—Copyright</p> <p>Regular \$1.25, \$1.50</p> <p>Special \$1.00</p> <p>Manilla Second Sheets</p> <p>Reg. \$1.00 per 1,000</p> <p>Special 80c per 1,000</p> <p>Regina Souvenir Book.</p> <p>Regular 25c</p> <p>Special 15c</p>	<p>Writing Pads, small</p> <p>Regular 15c</p> <p>Special 10c</p> <p>Books—Reprints</p> <p>Regular 60c</p> <p>Special 50c</p> <p>Harrison Fisher Post Cards</p> <p>Regular, each 5c</p> <p>3 for 25c</p> <p>Poets—Bound in Cloth and Leather</p> <p>One-third Off</p>
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MacKinnon's

**BOOK AND
Stationery Store**

**1707
Searth St.**

An Effective Advertisement.

into cash, if rightly followed and with little effort. Goods on the shelves may be ever so valuable, but they're liable to remain there unless they are advertised. A store may be ever so well stocked and outfitted but that alone will not draw trade unless people know it is there. Advertising and salesmanship are the twin forces that make retailing successful.

In a recent issue of Bookseller and Stationer, readers will recall the publication of an article dealing with the rubber stamp—how the attention of a reader could be directed to advertisements of lines identified with the book,

stationery and kindred lines, appearing in magazines and newspapers sold at the news counter in their store.

One stationer duplicated the idea and very shortly afterwards made the sale of a vacuum cleaner for \$35 advertised in a prominent woman's magazine.

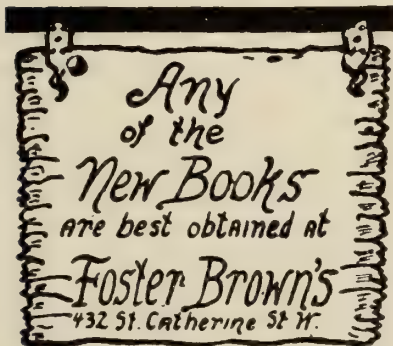
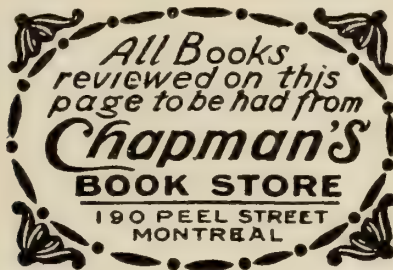
This is only a single instance out of many others that might be cited where a suggestion acted upon is worth dollars to the retailer whose enterprise and observations are shrewd enough to take advantage of the opportunities afforded by the trade paper. It certainly pays to keep abreast of the times. It pays to keep in touch with the trade and best and cheapest way that the dealer can do this effectively is through the medium of this trade journal.

Here's a Good Idea.

"Two wonderful photos" were described in a recent ad. of Robert Duncan & Co., Hamilton, being panoramic photos of Hamilton from the Mountain and of the Beach.

"We are taking orders for duplicates of these pictures which will be filled in the order received.

"Other interesting views will be displayed in these windows."



A good idea used by Montreal Book-sellers in connection with the Book Review Columns of newspapers.

Wedding Invitations.

"The Wedding," was the prominent heading of an ad. by Tyrrell's, of Toronto, followed by:

As THE DAY approaches, the demands upon the time of the bride-elect become greater.

If your order is placed well in advance, it saves anxiety, gives ample time for addressing, etc., and assures you of more beautiful engraving than if the work must be done hastily.

Write for samples and prices now.

Advertises "Service."

"Service" was the keynote of a recent newspaper ad. by J. N. C. Hill, of Edmonton, that word forming the catchline, followed by these words:

The ability to serve well
and the willingness to do it.

Among the articles illustrated were nail scissors, buffers, nail files and papeteries, 509 boxes being offered at 25c each for Friday and Saturday. The illustration

showed the box with contents exposed. The advertisement was well-gotten up and was given effective display.

Sell Indelible Pencils to Motorists.

Be sure to incorporate a piece of indelible pencil in your tire kit. It is absolutely invaluable in the repair of punctures, especially when small. After the vicinity of a puncture has been solutioned, the exact location of the puncture is usually invisible, unless an indelible pencil has been employed to mark it.—Motor Print.

Real Wall Paper Bargains



Two many high priced wall papers in stock. Imported papers that are extra choice in every way, but cost too much for every day selling. We are offering special inducements for one week.

50c, 75c, \$1.00 and \$1.50 Wall Paper going as low as.....—25c per roll

Measure your rooms and get a real snap in Wall Paper

Remnants for small rooms for 75c, \$1.00 and \$1.25
Varnished Tiles, washable, limited quality 18c per roll
Oatmeal or Velours, (plain) 17c and 25c

Special bargains in cut out borders

Window Shades

3 x 6 ft. in green or cream, good rollers 25c
3 x 6 ft. in green or cream with lace, good roller. 49c
3 x 6 ft. cream oil painted special..... 50c
3 x 6 ft. cream, green, red etc., Lace or Insertion..... 65c

Large Sizes heavy Oil Painted with Harthorne rollers

42 in. x 6 ft. any color 65c 52 in. x 6 ft. any color 1.50
45 in. x 6 ft. any color 90c 60 in. x 6 ft. any color 2.25
48 in. x 6 ft. any color \$1.00

Get our price for complete sets of shades

Room Mouldings

1 1-2 White Special..... 2c per foot
1 1-2 White Special..... 2c per foot
1 1-2 Oak..... 2c per foot
Plate rail in oak or white..... 10c per foot
Chair rails at..... 3 1-2 4c and 5c

Picture Framing done right at Reasonable cost

Brown's Bookstore

Reduced Reproduction of a Collingwood Firm's
Two-Column Newspaper Advertisement.

Suggestion for a Blank Book Ad.

"Book-keeping troubles," says an ad. by A. G. Turnbull, the Hamilton bookseller and stationer, "are often caused by not having the proper books.

We make all kinds of account books and can make for you the book you need on the shortest notice."

THE ADVERTISING AGENT, FROM THE STAND-POINT OF THE ADVERTISER.

By R. R. Shuman,

Of the Shuman-Booth Co., Chicago.
Delivered Before the Trade and Technical Section of the
Associated Advertising Clubs of America
at Baltimore, June 10, 1913.

The advertising agencies of the United States have rendered an inestimable service to the advertisers of the country. They have proved themselves to be advance guards of trade and industry, bringing to the manufacturers and wholesale and retail merchants splendid ideas and promotion plans which have built fortunes for men who had the courage and far sight to adopt such plans, but they have always been placed in the unfortunate and unfair position of having to collect all or the major part of their remuneration from the publishers.

Getting Something for Nothing.

Short-sighted advertisers, thinking they were getting something for nothing, accepted that situation gleefully, and through the custom of years, the practice has become almost universal, carrying with it unfortunately abuses which have stood in the way of the real development of the art and the business of advertising.

It is said that in China the judges take their pay from the client in whose favor they decide and that as a consequence the judicial decision goes to the client who offers the judge the largest fee.

It is said that there are some architects who look to the contractors and supply men for the major portion of their reward, charging a very nominal fee to the thick-headed client who thinks that he is getting something for nothing.

It is said that there are physicians who accept pay for specifying this or that brand of pill or powder, and others who collect fees from the local druggists to whom they send their patients with prescriptions.

The advertising agency acts as the advertiser's purchasing agent: In what other line is the purchasing agent permitted to collect fees from the people from whom he buys?

It is not necessary for me to say to you or to any man that such wrong practices do injury to the whole calling or profession in which they exist.

On the other hand, the fact that the advertising agencies in the main have had the courage to recommend media impartially with the ultimate end in view of giving that client the largest money value for the space bought, reflects credit upon the personal honesty of the men who control the agencies that are thus impartial.

Situation Aggravated in Trade and Technical Fields.

But there is another phase to the question, and that is, what kind of a deal does the advertiser get from any agency, honest or dishonest, when it comes to placing contracts in the trade and technical press?

To begin with, no man can ask another to work for nothing, and to end with, the stronger and better trade and technical journals have found it necessary to refuse to give commissions to advertising agencies.

Here is the same old story of what will happen when an irresistible force meets an immovable object—an impossible condition which results in innumerable ills, which are as lamentable as they are unnecessary. Two great forces, the advertising agency and the trade and technical publisher, instead of working in the same direction for the common good of the advertiser, meet with locked horns, while the innocent by-stander, who has the money to spend, is deprived of the benefit which should come to

him through the intelligent use of good copy in trade and technical media.

Low Rates a Barrier.

Even where publishers do offer commissions to agencies on business which those agencies create, the rates charged by this class of journals are so small that 10 or 15 per cent. commission is wholly inadequate to cover the cost to that agency of writing the specialized copy that is necessary for the client in such media.

The result of this condition is that the larger agencies who employ high priced copy men ignore trade and technical journals altogether, whether they offer a commission or not, and that the smaller agencies who work on a cheap basis throw out of court all journals that offer no commission, and sometimes cannot resist the temptation of giving preference to the journals, usually the weaker ones, which offer the highest commissions, in the hope of being able to make enough in the aggregate to pay them at least something on the deal.

Injury to the Whole Field.

If the client happens to be ignorant of relative values of media, he soon discovers that his campaign is unproductive of results and condemns all trade and technical journals out of hand as being poor advertising media, and in reaching this conclusion he is given every possible help by every advertising agent with whom he talks.

Education Necessary.

There is only one way out of this difficulty, gentlemen, and that is an educational campaign which shall make it incontestably clear to every present and prospective buyer of space in trade and technical journals that if he wishes the services and advice of advertising agencies in the preparation of his copy or in the strategy of his campaign, he must expect to pay for it as he would pay for any other professional or business service rendered. To this end, in protection of the advertisers from their own mistaken folly of expecting to get something for nothing. I recommend that all the publishers of worthy trade and technical journals get together and agree absolutely to offer no commission to any agency whatever even when that agency apparently creates the business; but on the other hand, to make it known to the advertising world that they are willing and desirous of accepting business through advertising agencies and that by mutual agreement the advertiser must pay the agent for the services rendered by that agent.

Basis of Agency Recognition.

It is also possible and feasible for the publishers of the trade and technical journals in a spirit of protection to the advertisers, to adopt a standard of recognition of agents and to accept copy only from such agents as they have as a body agreed to recognize as being capable of handling trade and technical copy and capable of advising wisely manufacturer and merchant in his use of trade and technical journals as a wise and necessary link in his whole chain of publicity.

A Worthy Mission.

The privilege of setting in motion a new force which shall put advertising on a basis of impartial honesty and shall forever free it from the stigma of being a hold-up game is now presented to the publishers of trade and technical journals.

As leaders in the mercantile and industrial world, as men whose influence with the captains of trade and industry is so inexpressibly great—you publishers have a duty to perform which you only can perform; and the new

order of things which you can inaugurate as no one else can—the education of the advertising world to paying for what it gets to the man by whom the service is rendered—will be welcomed by no one more heartily than by every honest advertising agency in the United States.

The Advertiser the Greatest Gainer.

And the greatest benefit that will accrue will come to the advertiser himself; for after this new order of things is ushered in the unworthy journal will fall by the wayside, and by the great law of the survival of the fittest, each grade and each industry, each profession and each calling will have back of it journals of consummate merit and will be freed from the incubus of the grafting and begging publication which has done so much hurt through the past fifty years to the reputation and good name and standing of journals which had rendered, as all good journals render, service far and beyond any compensation that they ever receive.



GOOD EXAMPLES TO FOLLOW.

Chappell & Spink, of Glen Ewen, Sask., used liberal newspaper space in appealing for school opening trade. The schools in that district opened August 11th. It was emphasized that a plentiful supply of school supplies would be on hand. It is good policy to do this as it is annoying to people, especially at a rush time to be disappointed in not being able to have their wants filled, not only that, but if the other fellow has the goods, people are liable to think of that store first when further needs arise. Chappell & Spink are alive also to the value of human interest in window publicity as indicated by this item in a recent issue of the Oxbow Herald.

A neatly constructed and well-trimmed model of a sailing yacht, with loaded keel, sails, pulleys ropes, etc., is creating considerable interest to Glen Ewen citizens and visitors. This neat little yacht is the handiwork of a Winnipeg citizen and is now on exhibition in the front show window of Chappell & Spink's store.

Remember that birthday by visiting us and getting something either for girls or boys.

Toy Automobiles, Velocipedes, Express Wagons Garden Sets. Wheel Barrows, Dolls, Tea Sets, Irons, Balls, Bats, Mitts, Stuffed Animals and Mechanical Toys.

Also that great game of Base Ball where you can play professional ball at home.

Framed Postcards.

The College Bookstore, Kingston, devoted a five-inch three-column space in the Daily Whig to Harrison Fisher and other post cards framed in oak, in ivory and passe-partout together with pennants of Kingston, Canada, Thousand Islands and college, university and society designs.

Bought a Bankrupt Stock.

The Granville Stationery Company, Ltd., of Vancouver, bought a large bankrupt stock of books, stationery, souvenirs, toys and cameras. "We bought the whole stock from the bailiff," says one of their newspaper ads., "and we bought it cheap too. We are selling it off here at our store for half price and less, and it is all new, clean stock." Various articles were interestingly set forth, the ad. being well-written and well set up.

As part of an advertisement in their five-inch double column newspaper space H. Cooke & Co., Orillia, featured this paragraph: "Tourists will appreciate the Indian Baskets and Boxes at very low prices, also a splendid line of Souvenir China that we are carrying."

A Good Notepaper Ad.

"Write your answer on good paper," was the significant slogan of an ad. of Mitchell's Drug and Stationery Store, of Trenton, followed by this good talk:—

Your individuality and your personality are bound to make for your success. Send your answer on good paper and you will be known as you would like to be. Your message will mean more and will receive more attention, if it is written on the high quality stationery that is to be found in our exclusive yet popular stationery department.

Special values for August in all box stationery.

Mutual Protection.

Here is an excellent suggestion from "System": "A printer handling office forms, stationery, and similar stock necessities, finds his customers apt to run out of supplies before they think to re-order. He retains a small quantity of each order, with permission of the customer, to be delivered on demand. This protects the customers and gives the printer time to get out a new supply before the reserve is used.

Fountain Pens Filled Free.

A certain dealer presents each buyer of a fountain pen with a bottle of fountain pen ink that he knows to be good ink. He thus makes sure that the pen will give satisfaction and nine times out of ten sells the buyer his future ink requirements. Another dealer urges fountain pen buyers to drop in and have their pens filled as occasion demands, and when they accept his invitation he endeavors to make them feel it is not an imposition on him but, on the contrary, a real pleasure. And he always urges them to continue this practice for the very simple reason that he very often makes a sale while said pen is being filled. And the operation of filling said pen is done where the visitor cannot help but see the main display of goods. This dealer's one thought is to get people into the store—after that he says it's easy.

Dollar Bills in Books.

A bookseller in a small town put in his window one hundred copies of a book he was featuring, and advertised that there was a dollar bill in ten of the volumes. The books were sold in the order in which they were stacked in the window. The purchasers were asked to report the finding of the bills, and the names of the lucky ones were published after the one hundred books were sold.—System.

A Specialty Book Ad.

"Do you do fancy work?" was the prominent line of a recent ad. by Jarvis, of Ottawa. It is a line calculated to catch the attention of those liable to be interested in such volumes as The Home Art Book of Fancy Stitchery; Priscilla Patting—Bead Work; The Craft of Crochet Hook; Priscilla Tatting—Bead Work; Punch Work and Weldon's Crochet Books 1 and 2, which were the books listed in the advertisement in question.



SLIDING DISPLAY BOARD ON A SHOWCASE.

Showcases used for displaying metal goods or any material that is apt to scratch the glass may be fitted with a protector on which articles are placed when they are shown to a customer. A board can be easily made by a carpenter or a handy man, of the same material as the showcase and finished in the same manner. The end cross-pieces are rabbeted, and mortised to receive the ends of the centreboard, which can be finished in natural wood, or ribs may be put on the edges to form a depression to receive a piece of heavy felt. The protector can be slipped along on the showcase and used at any place for showing the goods.

HE USES A RUBBER BAND.

A Kansas merchant, keen to adopt ideas that make advertising circular work distinctive, has his sales force roll up the circulars, fastening them with a small rubber band. He finds that there's nothing like this little rubber band as a curiosity rouser, reporting that practically every one of his packages of circulars is opened and read.

WRITING WINDOW CARDS.

The art of sign and card writing is not a difficult one to master if the beginner will just keep at it. Many times the dealer or clerk in the store becomes discouraged because he does not become a finished artist at once. A great many dealers make but a very poor attempt, while some, because of their deficiency in penmanship and through the lack of proper instruction, cease their practice at an early stage and give way to failure.

Some of the best card writers are very poor penmen, and those dealers and clerks who have become good show-card writers have all had their beginning. All beginnings are but trials. Only time and patience lead to perfection. If you wish to become a good card writer, bear this in mind: Practice and perseverance are the golden rules by which you can succeed.

The card writer should remember that a clean cut, distinct impression is best conveyed by short words and short sentences. The old, tried and constantly used words, the common words, are the best, because they convey your meaning plainly to the masses, and the masses are any dealer's principal customers. Originality alone does not amount to so much on a window card as is generally supposed. Certainly it is but secondary to clearness, brevity and naturalness.

Give imagination full swing. That is what counts. A vivid imagination sees many ways of stating facts, yet always adhering to the truth. This combined with a wide vocabulary can astonish the people who look at the window, at the many different ways of expressing the same idea.

SHOW WINDOW EFFICIENCY.

The object of a street window is to advertise, not only by day, but at night.

Every store window, to attract attention, must be brilliantly lighted to make it conspicuous from a distance. Many people will cross a street to inspect the contents of a window if it is particularly well lighted.

The window that sells goods is far superior to the one that simply attracts attention.

Don't jam your windows full of goods. It's a mistake. From the appearance of many windows one would judge that the man who trimmed it thought that it was necessary to cram the window full of goods, as if the display was intended to show the greatness of the stock rather than to present a few leading articles to show the nature and quality of the goods within.

Another thing, don't make the showing too elaborate, while a window of that description may look very attractive and even draw a crowd, yet it won't sell goods. It may also bring applause to the window trimmer, but the fame he gets in that way will soon vanish like a soap bubble.

The object of your window display is not to show how many classes of goods you have, for all classes of goods are not equally desirable; neither is it to build up a reputation for yourself or your window-trimmer for having the most elaborate and gorgeous window displays in your town, but it is a means to an end—an advertisement for your goods.

Force in writing, as in speaking, is always essential. Therefore, give force to your expression. However, try to be graceful at the same time.

REAL VALUE OF WINDOW DISPLAY.

The real value of good window display is measured by these two standard business units: First—New customers made. Second—Increased sales to old customers.

The great merchants in the cities were the first to discover the real value of the window display as measured above. The development that has come in recent years, is based upon so old a principle that it seems almost incredible that it was so long in reaching the present stage. Perhaps this is due to the fact that only within recent years was it discovered that window glass may be cleaned by the use of certain compounds of water, soap and elbow grease. However, that may, the principle is this: Folks usually buy what they see.

And it is equally safe to say that they usually see what they buy. But one cannot deny that it is easier to create in the passerby a desire to own that which is shown him, than that which is not shown him.

Just how important a share this principle has had in bringing about the present high cost of living would be interesting to know. Let us take a concrete example.

Our good friend, whose patronage we earnestly desire and whose dollars we can use in our business, is passing our store on the way to the postoffice, to the club, or merely on a shopping expedition. He may, or may not have intended to drop in to make a purchase, but as he passes he glances into the show window of the store.

If we have been as wise in our behalf as we should be, our friend will see something in the window which arrests his steps and starts him to thinking. By the time he reaches the door, his steps will turn toward the inside and a sale is made.

Now, figure how many people pass the window in a day and the problem becomes one of simple multiplication.

UTILIZING THE DIFFERENT MATERIALS.

Constructing devices for display purposes does not necessarily call for the services of an experienced carpenter, as almost anyone who can use the saw and hammer is quite equal to the task, which is a very simple one. All that it requires is an equal portion of good common sense and labor. If you do not happen to have a sufficient assortment of fixtures to install a creditable display, make them yourself if you cannot afford to buy more. A few wooden boxes and boards covered with wood grain paper serve the purpose of pedestals and slabs very nicely and cost practically nothing. Slanting top rests can be constructed in the same way.

CLEANING WINDOWS.

For cleaning windows and mirrors there are several proprietary articles on the market, but a little soda or kerosene and a little thin starch put over the glass and allowed to dry will give excellent results when rubbed off and polished with a newspaper or cloth that leaves no lint. In very cold weather a little alcohol on a cloth is effectual.

Into a one-half pint bottle put two tablespoons of whiting and fill the bottle with ammonia; shake well. Take a soft cotton cloth and rub on windows; let stand five minutes, then polish with a flannel cloth and the window will shine.

An Exceptional Window Display

At Phelan's, Montreal.

Montreal, Sept. 19th.—A college opening display of drawing materials and engineering supplies was the feature in one of the fine windows of Phelan's Bookstore in September.

A view of the front of this store was published in a recent issue of "Bookseller and Stationer," showing the extraordinary amount of window space it embraces. This firm has amply demonstrated the efficiency of store windows as a selling force.

While admitting that this particular display is somewhat unusual for a book and stationery store, Mr. Phelan said he was convinced that it was one of strong advertising value. "Everybody stops to look at it," he states. "Whether they have any interest in the materials themselves, they

this year everything is in good running order, and we ought to realize well on them."

The display is composed chiefly of drawing instruments and supplies for which Phelan's hold the agency. Pennants and banners of various kinds, as well as pictures illustrating college life, add a college flavor to the display and tend to make it more attractive to the eye of the unsophisticated.

A large feature of the Phelan business at this time is catering to the student trade. Apart from text-books, the store aims to fill the students' every want, but so unsatisfactory a proposition has Mr. Phelan found University text-books that he now leaves them alone entirely. The shortness of the season is the main objection, but in note-books and other supplies the season lasts throughout the year, making them more practical lines to handle.



This effective window display of drawing materials and architects supplies affords a valuable suggestion for other dealers.

are interested in the display, owing to its rather out-of-the-ordinary nature, and thus are attracted to take notice of the store."

"This window," he continued, "represents about a thousand dollars' worth of goods alone. Sales are not particularly frequent, but run up to \$20 each, so that there is a very fair margin. Already students have started coming back to the city, and commenced buying equipment for the fall term. We will likely have the window in up to the end of the second or third week of October, and by that time we should turn over about \$1,000 on these goods alone. Last year we were completely upset at the time of college opening, and didn't sell more than about \$200 worth, but

Postcards and picture novelties, according to Mr. Phelan, form a very important, if not one of the main ends of the business at this store. One thousand five hundred feet of floor space, or almost half the store, are devoted to their display, while the other half is divided into two departments, namely, books and stationery.

"Postcards," remarked Mr. Phelan, "are a paying proposition if handled right. There is no use, however, devoting only one table to them. Here we have forty-five display racks alone. Fifty feet of ledge are covered with pictures, most of which are comparatively cheap, running at 25, 35 and 50 cents. This will give you somewhat of an idea of the extent to which we have developed this one feature of the business."



Post Cards & Art Novelties

Season Cards, Folders, Letters and Greetings For all Occasions

Demand Grows for Postcards

Some Interesting Developments.

By a Globe-trotter.

Rivaled only by the favor with which the motion picture theatre has taken hold upon the public is the demand for souvenir postals. Where in 1900, persons returning from Europe brought with them souvenir post cards to explain their journeyings, while they received the thanks of friends for the two or three paltry specimens they may have sent them, to-day the Americans and the Canadians have been fairly swamped with post cards, until it is doubtful if there is a hamlet on the American continent where they are not to be had.

The growth of the movement is phenomenal, and like most sudden and unproportionate growths, it has almost leaped its bounds.

Originally the souvenir post card, as one found it in Germany, was what its name implies, a "souvenir" post card. Globe trotters, coming to pastures new, find welling up in them a desire to let the folks at home know of the beautiful spots amid which they may be sojourning. If they are wise, they carry a camera and take a picture. But that must needs be developed, and one don't like to entrust his films to strange photographers, who know full well they will probably never see you again. The film will seem to come out O.K., but, months after, hypo stains appear, as result of insufficient washing, and then there is no cure for it, your film is gone. What's more, you who are globe-trotting, particularly if with a tour, are apt to strike bad weather, making photography impossible to the amateur. At the Falls of Lodore on a rainy day you'll never get a good picture. Rotterdam harbor, with its moving forests of masts, is impossible, except as a snapshot, and one cannot snap-shot in bad weather. Turkish women will not be photographed, and you run too great a risk to try taking them against their will. Even the things open to your art—the statues, the parks and so on—you do not seem able to get as good as does he who probably lives in the place, knows the location by heart, and when he shoots his gun does so from best possible point of vantage.

Still more, there are a dozen things you are glad to buy a post card of, but wouldn't waste the money for film, developing and a print upon. Wherefore, the souvenir post card answered every requirement. As you stepped from the funicular at the foot of Vesuve, charmed with the descent of the volcano, the post card boys besieged you. You bought, and you scribbled a few lines on the side, and the story was done. You showed your correspondent more of Naples, the bay, the twin cones, the color play, the walk in the olive groves, in a moment than ten pages of writing would have done.

No envelope needed, and, beside, the cancel on the stamp would be mute witness to the fact that you were there. You and I may buy photos of the Matterhorn any day in Chicago—but under the new International Postal Convention's rules there's no way to get a post card mailed from Interlaken

except by posting it there . . . unless you compromise yourself to some friend and ask him to drop it on his arrival, which few do.

Ergo, people travelling abroad not alone buy post cards to remember their friends or to pay a delicate attention, but for their own sakes.

As above suggested, of others, newspaper correspondents make a point, on reaching a city not before visited, of buying one card of every sort showing the place—its points of interest, environs and people. Even at the rate of two for five cents, a dollar will usually give you a complete collection. Much cheaper than taking pictures of things whose only use to you may be their sometime coming into the limelight. But at this low price one buys, and has his trip complete—supplementing with the camera what he wishes negatives of, or which is not on the cards.

Other travellers make a point of buying pictures of everything they've seen, putting these into albums religiously, each evening, in proper sequence. Sometimes the cards are enveloped till the return passage; when, seated on the deck of the liner, Martha may bring out the albums and John will help her put in the cards, as they live the glorious journey over again.

Still another habit has sprung up, and this is to buy a complete set each day of what has been seen, numbering the cards in rotation, dating each and inscribing on them the information wanted—in addition to that printed upon them. Thus, in order, one mails the cards to "himself" at his home. There mother or brother opens, enjoys the cards, gets all the satisfaction of a letter or more, and, having seen and read, files them away or places in albums, all ready for the buyer's return.

Other folk preserve the cards, now, in neat wooden boxes, with a stereoscope at hand. Put on the centre table, with such instrument handy, they attract the caller awaiting his host's coming down in response to the card; they provoke conversation more even than souvenir spoons do, and can help through many an evening.

Latterly, the reflectoscope or other post card projector has given additional lease on life to the cards.

Half a dozen of us drop in on Mr. Huber to hear of his summer's trip. "You ought to see that new hotel at Grindelwald," he starts to tell us. Then it occurs to him he has cards that will show it.

"I won't pass the cards about, for it's hard to explain and they do soil—but wait!" In a moment a sheet, sacred to the purpose, is on the wall long since chosen for this; the electric lights off, the reflector in hand—and the post card is thrown before us. With a pointer he indicates, as he proceeds—thus giving the entire journey.

But, as stated, the souvenir post card has taken infinite forms divergent from the first.

Originally it diverted to cards for occasions. "To your birthday," "to your wedding anniversary," "to the baptism of your infant," the cards were drawn and inscribed: "Merry Christmas," "Happy New Year," "Joyous Easter," "Many Returns of the Day!"

From that they went to the comical—and folk bought in quantities. Then they turned to simply the miscellaneous. Pretty cards, is about all one can say of them. "The Lovers," man and woman leaning over the fence, spooning in love's old sweet way. "Home," a cabin in the hills. "The Autoist," a plain picture of a plain man in an auto. Who buys them, you wonder; but sell they do!

Continued on page 80.)

About Trade Organization

Ontario is Lagging.

Montreal stationers have organized and the association there, while at first including only the commercial stationers, is likely to be extended to include booksellers and stationers. Alberta has a provincial association. An organization for the Maritime Provinces is likely to materialize.

But in old Ontario, the premier province, another abortive effort has been made to hold a convention. As announced in the August issue, a convention was set for August 27th and 28th in the board room of the Retail Merchants' Association at 21 Richmond Street East, Toronto. A few stragglers showed up at varying stages of their forenoon of the first day, but there were never half a dozen there at the same time.

The explanation given was that the notices were sent out too late. But all the booksellers and stationers knew that this meeting had been called and it is apparent that they do not feel very keenly the necessity for organization. This very fact is strong evidence that they do not at all appreciate the value of having a good strong trade organization and the fact that they do not realize this need and the advantages of organization, is not very complimentary to the trade in this province.

What is the trouble?

Will members of the trade not come out into the light with letters expressing their sentiments on this subject?

Do the booksellers and stationers of Ontario feel that the condition of the trade is so satisfactory that there is no room for improvement, making a trade association superfluous and an unnecessary source of expense in time and money?

The dealers will hardly take that stand so it must be either that they have no faith in the efficacy of united action through a strong trade association to further their interests, or they take the narrow-gauge view, holding the bank bill of small denomination involved, so close to their eyes that they cannot see the benefit to themselves and to the trade in general, that the pooling of their efforts and said bank bills, would bring to fruition.

It is probable now that the example set by Montreal will be followed in Toronto and in other cities and it is hoped that line of action will eventually bring about the affiliation of these various local associations and the existing and embryonic provincial associations into one national body that will be an active and vital force in protecting and promoting the welfare of the booksellers and stationers throughout the Dominion.

In spite of the futile attempts that have been made in Ontario the organization movement which Bookseller and Stationer has been advocating continues to bear fruit. The latest proposal is one to form an association in the Maritime Provinces. Here is a letter from J. C. Jardine, of Summerside:—

Editor Bookseller and Stationer,—

Dear Sir:—I arise to propose to my contemporaries in the stationery and book trade that we form an Association to include the provinces of Nova Scotia, New Brunswick and Prince Edward Island. I propose it for these three provinces because I believe they have much in common interest that needs the attention of such an association while an affiliation with other provincial associations could be arranged when matters affecting the trade of the Dominion as a whole come up for consideration. I believe an association can be made of great benefit to all of us by meeting together in some central place, say once or twice a year, to interchange views on trade in general; to discover and correct abuses; to deal with problems that confront the trade from time to time. I

shall be glad to hear from the trade on this subject either through "Bookseller and Stationer," personally, or by letter.

J. C. JARDINE,

Summerside, P. E. Island,
Aug. 25th, 1913.



THE BRITISH BOOKSELLERS.

Hall Caine spoke at the annual dinner of the Association of British Booksellers, at the Grand Hotel, Torquay, recently, on the subject of the sevenpenny book. He said it was to master the passion for reading books without buying them that publishers started the sevenpenny book. He could say without fear that there was nothing to compare with the British sevenpenny book in any other part of the world. Its influence in educating, as well as amusing, the public was incalculable. If, in course of time, the British public was not the most widely-read public in the world, it would not be the fault of British booksellers and publishers, who were giving them the masterpieces of literature, beautifully printed and bound, at a small cost.

Speaking of the economic aspect of the sevenpenny book, Mr. Caine said that within a few months of the time when they had bought a six shilling edition of a book, booksellers were asked to sell a sevenpenny edition of it, and were hurt, both in the profits of the sevenpenny book and in the short period given them to sell the six shilling book. He thought that was a very short-sighted policy on the part of authors and publishers. Booksellers ought to have a longer period in which to sell the six shilling book in order that they might be induced to buy and stock it. Another difficulty which beset the bookseller was that he had to stock books simply on the strength of an author's reputation. He had no opportunity of testing its contents. Mr. Hall Caine suggested that the Associated Booksellers should ask publishers to arrange that the booksellers should see new books before ordering them. Of course the bookseller could not be expected to read all the books he had to order, but he should have the chance of reading them or getting them read for him. To that end, why should the bookseller's wife not be his reader? He (Mr. Caine) personally was willing to rest his claims on the reading of the wives and daughters. If one wanted to know what the great wide public was going to say about a book, one should try it on a woman.



THE SPRINGFIELD CONVENTION.

The annual convention of the National Association of Stationers and Manufacturers will be held in Springfield, Mass., on October 13th and following days. Each year the membership of this association has shown a growing number of Canadian dealers. The trade in this country has naturally been benefited by the many trade reforms which have followed the efforts of this association.

The sessions will be held in the banquet hall of Hotel Kimball in Springfield.

The official programme stands as follows:—

Monday, October 13.—Registration and visits to factories.

Tuesday, October 14.—Three sessions of convention—morning, afternoon and evening.

Wednesday, October 15.—No sessions of convention unless one is found necessary in the evening. The entire day will be given to visiting factories.

Thursday, October 16.—One session of convention in the morning. Afternoon given to visiting factories. Evening, banquet at Hotel Kimball.

Friday, October 17.—Entertainment and outing, the nature of which will be announced later.

Saturday, October 18.—Visiting factories and points of interest.

COLLECTIONS AND CREDITS A GOOD SYSTEM.

The Retail Merchants' Association have just completed their Collection and Credit Reporting system for the benefit of their members.

Herewith is reproduced a sample of the form being sent out to members. This, it will be seen, is divided into two sections by a perforation so that they can easily be separated.

The bottom portion is torn off the date filled in with a statement of the amount owed the merchant, is signed by him and sent out to the delinquent.

The top part is held by the merchant but must be returned, as stated, to the head office within a month from a date which is marked on the corner of each as it is mailed to members. Before being returned the information called for by the blank lines is required to be filled in for the Association's use.

It will be noted in the letter that the delinquent is called upon to pay the debt within fifteen days from the date. Otherwise the name will be passed along to the head office of the Association.

Second Letter From Association.

When this is done the latter sends another letter to the delinquent. This is on blue (summons) paper gotten out particularly for the Credit Reporting Department. This letter reads as follows:—

Dear Sir,—

John Jones, grocer, member of our Association, has forwarded to us a letter, stating that you are justly indebted to him, in the sum of \$—, and after repeated requests for the same, you have failed to make a settlement—either in part or in full. We now beg to notify you that unless you make a satisfactory settlement with our member, within fifteen days from the above date, and notify us in writing within five days from the date that you make the settlement with them, we will, without further notice to you, place your name on our DELINQUENT DEBTORS' BOOK—which gives the names of all those who do not pay — and which goes into the hands of every member of our Association in Canada, which is formed for mutual protection, and which is comprised of all classes of retail merchants.

We dislike to believe that you purchased the goods with the intention of not settling for them, and we trust that you will make an effort to avoid being reported; but if you make no attempt to comply with this notice, we have no other alternative but to report you, and place your name on our Delinquent Debtors' List.

IMPORTANT

These Letter-Forms are the property of The Retail Merchants Association of Canada, and they are loaned to the members for their exclusive use only. Anyone allowing them to be used by anyone else will have their privileges in the Association cancelled without further notice. They must be used by the members within Thirty Days from the date thereon, and whether you use these Letter-Forms or not, or only one or two of them, the entire stub and the unused letters must be returned to the Head Office of the Association, 21 Richmond Street West, Toronto, at the expiration of thirty days from the date thereon. No letter must be detached, or sent out, unless the stub is filled in.

The Retail Merchants Association of Canada

Incorporated by Special Act of the Dominion Parliament

Local and Long Distance Phone—MAIN 2316

21 RICHMOND ST. WEST, TORONTO

CREDIT REPORTING DEPARTMENT

\$ 191
Date sent out to Debtor

Debtor's Name
Give correct initials if possible.

Occupation

Address (City or Town) Province

If a Settlement has been made after this Letter-Form
was sent out, state when and how

..... 191
Put here date that you return this to Head Office.

Member's Name

Business

Address (City or Town) Province

The Authority to use this Letter Certifies that we are Members of

The Retail Merchants Association of Canada

Incorporated by Special Act of the Dominion Parliament



All Retail Merchants United under One Association, to protect
the Commercial Interests of Every Section of the Retail Trade



EXECUTIVE OFFICES AND BOARD ROOM

21 RICHMOND ST. WEST, TORONTO, CANADA

Local and Long Distance Telephone—Main 2816

Amount of Acct. \$ 191

Dear

The Retail Merchants Association of Canada, of which we are members, and which includes among its membership nearly all the Retail Merchants of the Cities, Towns and Villages of Canada, and which is formed for the purpose of mutual protection, have requested us, as members of the Association, to forward to the Head Office a list of any of our customers who have not paid their accounts, and who have allowed them to remain unpaid after having been requested to pay the same. These names must be submitted by us within fifteen days from the above date.

Your name appears on our books as owing us the above sum, which is past due; but before we send in your name we desire to give you an opportunity to settle this account with us, or arrange for it in a satisfactory manner.

We hope that you will see the imperative necessity of attending to this within fifteen days from the above date, so that we will not be compelled to include your name, as you can understand that this will be the only course open to us.

Trusting that you will give this matter your immediate attention,
we remain, Yours truly,

Member of THE RETAIL MERCHANTS ASSOCIATION OF CANADA



Athletic Goods, Leather Goods Fancy Goods and Toys

Building up Fancy Goods Trade

It will be generally admitted that in the average book and stationery store, from twenty-five to thirty-five per cent. of the year's business is done in the months of November and December, consisting chiefly of holiday goods. It is therefore well for dealers who would make the most of their opportunities to make a special effort this year and get into the market early—buy a choice line of goods and have them shipped early. Then get window displays running and the prediction is safe that you will have a banner holiday business.

Appealing to Men.

"Realizing that men customers are often neglected in stores," says a writer on store service, "I would make a special drive to sell them. The man generally has more money to spend, he asks fewer questions, buys quicker and buys more than the woman."

"It seems to me that I could always have something new for them and would endeavor to get them into the habit of coming to my store once a week, probably on Saturday."

"I would feature certain articles at that time and would give prominent display to miscellaneous assortments of playthings for boys, girls, or boys and girls."

In selling novelty goods, fixtures and attractive display are of the greatest importance, as it is the first impression that often makes the sale. In the big city stores cut flowers, plants in season, palms and ferns are all used to give attractiveness to the department, particularly when there is anything particularly desirable on show, or any special sale in the department.

Handling Toy Trade

A Few Suggestions.

There are some lines, such as toys, that will attract no matter where placed and a plan often adopted is to locate a toy bazaar on the second floor. This plan has many advantages; for one thing it draws customers through the store, and gives an opportunity to show other lines. It allows also of the carrying of the same stock in different sections—a system which is decidedly helpful when the Christmas rush is on, as it means that customers are easier attended to and parcels checked and wrapped.

Toys are usually shown on temporary stands specially constructed for the occasion. These need only to be made of planking, gaily covered with colored cotton or paper. There should be a section of counter or a table of polish-

ed hardwood with a ledge all round for the showing of mechanical toys. If it is possible to have a tank also for the showing of boats, that plan is advisable because it will create additional interest and make it easier to sell these articles.

Other toys that children love are dolls' houses and toy stores. A novelty in this section, that will appeal to the small girl, is the kitchen cabinet like mother's. There is the bake board and the flour bin and spice jars and the tins and packages in miniature that go with the big cabinet. Dolls' irons, stoves, wash tubs and wash boards are other toy ideas that enchant the small girl.

Toy Advertising.

In toy advertisements it is essential above all else that they should embody the element of human interest, and to that end should have adequate attention in order to make them to the highest degree effective. It does not do to rush this work through pell-mell or leave it as one of the "last moment" duties. The immense possibilities of advertising make it advisable to give the work of preparing the announcements a prominent place in the duties of not only the ad. writer, but of the whole staff, each member contributing suggestions that may be successfully exploited in the publicity campaign.

A Toy Ad. Bound to Attract Attention.

A Good Toy Ad.

In the ad. of the Novelty Store, reproduced here, the idea of using a border made up of pictures of various toys is a particularly good one, and used in soliciting holiday trade, will command sure attention because of the essentially Christmas atmosphere it radiates. The drawings are well executed, and in the ad. itself the wording is most appropriate and the type well chosen.

An All-the-Year Round Line

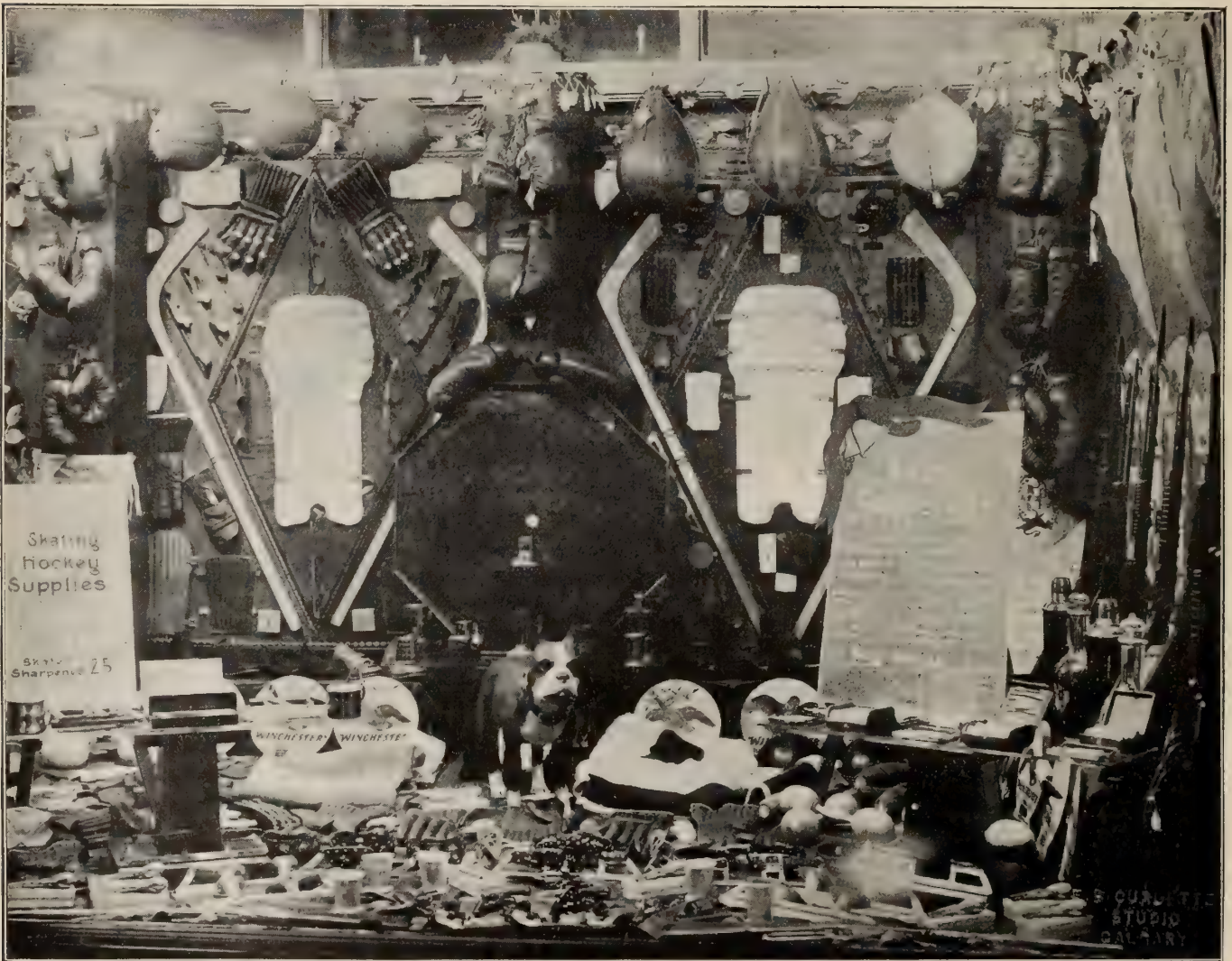
Sporting Goods.

A point worthy of attention on the part of dealers is the fact that a large number of firms starting new stores or remodeling and enlarging old ones are making an allowance of space for a sporting goods department. This is a line of goods in which a dealer is enabled to show a large and varied assortment of such interest that it will attract the attention of young and old.

The sporting goods department embraces many articles that may be sold during all seasons of the year; there are also lines that need to be specialized on at certain seasons, such as snowshoes, hockey goods, toboggans, etc., during the winter months, and baseball, football, lacrosse, tennis goods, etc., during the summer months. There is not a month during the year but what is an opportune time for pushing the sale of some line of sporting goods.

suggested. A large business may be done with organizations which are equipping gymnasiums or baseball, football, lacrosse clubs, etc. In the majority of towns there are manufacturers' and merchants' leagues, and the preference will be given the local dealer if he makes an attempt to secure their patronage. A large number of private individuals take a lively interest in goods usually carried in the sporting goods department, and are good buyers of exercisers, dumb-bells, punching bags, etc.

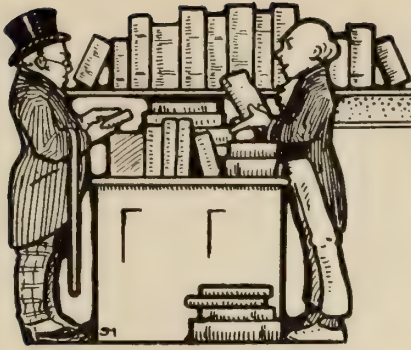
Mail order houses are making strong attempts to secure this class of business, and in many localities they are successful. The dealer with the goods on hand, where they may be inspected by the prospective customer and where immediate delivery can be made, has many advantages over the mail order house, however, and he should make use of them.



Display of Sporting Goods by C. H. Smith, of the J. H. Ashdown Co., Calgary, Ont.

This department may be made very attractive, and is one in which there is a good margin of profit. There are many lines, such as fishing tackle, campers' outfits, exercisers, athletic goods, etc., that are good sellers, and make a very attractive display in the store. Window displays may be used to good advantage in selling sporting goods. There are many boys and men who would appreciate an article from the sporting goods department to a much greater extent than from any other, and, in selling goods for gifts, this line should be

One of the most important factors in connection with running a successful sporting goods department is in displaying and ticketing the goods. The accompanying illustration shows a very attractive window, and one that will bring results. Particular attention should be paid to this feature of display, and the dealer who takes care to make his window attractive will find that he will receive many enquiries regarding the goods contained therein, and that many sales will be the result of his effort.



Books



List of the Best Selling Books

Best Sellers in Canada.

1. The Inside of the Cup. (Winston Churchill)... 113
2. Laddie. (Mrs. Gene Stratton-Porter) 102
3. The Amateur Gentleman. (Jeffery Farnol) 91
4. V. V.'s Eyes. (H. Sydnor Harrison) 51
5. The Judgment House. (A. S. M. Hutchinson). 47
6. The Iron Trail. (Rex Beach) 34

Best Sellers in Great Britain.

(Compiled by W. H. Smith & Son)

1. The Woman Thou Gavest Me. Hall Caine.
2. Harrovians. Arnold Lunn.
3. Pollyanna. E. H. Porter.
4. General John Regan. G. A. Birmingham.
5. Power Behind. M. P. Wilcocks.
6. Sandy Married. D. Conyers.

United States' Best Sellers.

1. The Inside of the Cup.
2. Laddie.
3. V. V.'s Eyes.
4. The Woman Thou Gavest Me.
5. The Heart of the Hills.
6. Pollyanna.

Publishers' Best Sellers.

- William Briggs.
V. V.'s Eyes.
A Fool and His Money.
Crowds.
- Bell & Cockburn.
The Way of Ambition.
John Barleycorn.
Sunshine Sketches of a Little Town.
- Copp, Clark Company.
The Judgment House.
The Southerner.
Knave of Diamonds.
- Cassell & Company.
Candlelight Days.
The Spirit of the West.
Two Shall be Born.
- Henry Frowde.
Doc Williams.
Greater Love Hath No Man.
The Heart of the Desert.
- Hodder & Stoughton.
Eldorado.
The Law Bringers.
The Outlaw.
- Thomas Langton.
Laddie.
Within the Law.
Sylvia.
- Macmillan Company of Canada.
The Inside of the Cup.
Father Ralph.
The Crock of Gold.
- McLeod & Allen.
The Heart of the Hills.
Mr. Pratt's Patients.
The Lady and the Pirate.

McClelland & Goodchild.

The Double Life of Mr. Alfred Burton.

Joyful Heatherby.

Mrs. Red Pepper.

Musson Book Company.

The Woman Thou Gavest Me.

The Iron Trail.

The Way Home.



GOOD REPORTS FROM THE WEST.

E. J. Boyd, manager of Cassell & Company's Canadian house, has just returned from the West, having taken the trip to personally investigate conditions there. He was agreeably surprised to find that the dominant note was decidedly optimistic, with the possible exception of one or two cities, where land development had absorbed the attention of business men to an undue extent. The entire West, including the Pacific coast cities, is in good business condition, the outlook for the autumn being decidedly promising.

Frederick Goodchild, of McClelland & Goodchild, has just returned from a six weeks' trip through the Canadian West, being accompanied by Mrs. Goodchild and their little daughter.

Speaking of business conditions in the book and stationery trades, Mr. Goodchild said that, with the exception of those merchants who had been carried away by the inflated values of real estate in the West, spending their time and money in that direction, the trade was in a healthy state.

Normal conditions were now manifesting themselves, assuring a much improved commercial outlook.



ADDRESSED TORONTO JOURNALISTS.

Arthur Spurgeon, of London, England, head of the house of Cassell & Company, was the speaker at the luncheon of the Toronto Press Club's September meeting.

Referring to the suggested visit of the Institute of Journalists to Canada, Mr. Spurgeon said he was charged by the president, Mr. Robert Donald, the editor of The London Daily Chronicle, to express regret that the invitation could not be accepted this year, and made an urgent appeal to the journalists of Toronto to join the institute, which was truly representative of all branches of the profession throughout the Empire.

Mr. Spurgeon's address was an interesting exposition of the situation of the press in England with its tendency toward the merging of interests and grouping of newspapers under the control of large corporations such as the one headed by Lord Northcliffe.

Mr. Spurgeon paid a fine compliment to the Canadian press. Some humorous illustrations served to pointedly register his lack of confidence as to the truthfulness of a large proportion of the reports appearing in United States journals purporting to be accounts of actual happenings.

The speaker closed his remarks with a fine appeal for men of resource and character to make newspapers a real power in the state.

The man who hasn't time to read is a failure. Now, you may on first thought take exception to this, but just compare the most progressive and influential man you know that does not read with the most progressive and influential man among those who have the reading habit, and you will arrive at a very interesting conclusion that should set you out on the path of investigating, studying and thinking.

Canadian Books and Authors

About New and Forthcoming Books

It is announced that the winner of the one hundred dollar prize for the best poem in The Blöge's annual historical competition for 1913 is Mr. Alan Sullivan, Toronto. The contest which closed on Aug. 1, was a close and spirited one. There were a large number of entries, representing the work of many writers of verse in both Canada and the United States. "Breboeuf and Lallement," the winning poem, is a stirring and poetic treatment of an inspiring episode in the early history of the Jesuit missions in Canada. Dent's will publish this author's new book "The Passing of Oul-i-but," illustrated by F. W. Beatty, R.C.A. Each chapter is prefaced with a poem by the author.

* * *

Considerable stir has been aroused in some of the very best Boston families, as a result of some interesting revelations which have come to light in a new book, "The Loyalists of Massachusetts," by James H. Stark, the Canadian edition of which is being brought out by William Briggs. Mr. Stark has been led to consider the other side of the American Revolution of '65, and has unearthed a grist of old documents and letters, which proved very conclusively that the forbears of some of these aristocrat families were not such honorable men as they have been painted by previous American Historians. He notes that one-fourth of the signers of "The Declaration of Independence" were bred to trade or to the command of ships, and more than one of them was branded with the epithet of smuggler. Considerable of the information brought out in the book bears on personal details of the families with which many of our U. E. Loyalists were connected and which justifies, in a way which many of us have dreamed of, the position taken by these Canadian Pioneers at that time.

* * *

Torontonians who visit the old town of Niagara-on-the-Lake frequently wonder at the evidence of historical material which abounds in this old centre of government. Stories of the days when Niagara was the capital of Upper Canada, when the Masonic Order had its centre in the town, which at that time had a population of forty-five hundred, and the fact that a large number of vessels which formerly plied on the Lakes were built near the present river docks at the old town, are set forth in a most interesting volume of Miss Janet Carnochan, Secretary of The Niagara Historical Society, which is being brought out by William Briggs. The fact, for instance, that the present Brock's Monument is the second erection of its kind, and that the original was blown up by an insurrectionist named Lett, is only one of a myriad of others of similar ilk almost altogether unknown by the present generation.

* * *

The early days of the Chilca Indians, who inhabited the district now known as the Yukon before gold strikes were ever thought of, is treated in a characteristic way by H. A. Cody in a new novel, "The Chief of the Ranges," which will come from the press of William Briggs shortly. Mr. Cody has travelled over this ground and has unearthed a large amount of detail from the present inhabitants. He throws a good deal of light on the otherwise unknown history of this northernmost section of our great Dominion.

* * *

History, written biographically is somewhat of a new

departure, at least by Canadian authors. The plan has been followed however with remarkable success in a work by Miss Agnes Maule Machar, "Stories of the British Empire," which has just been brought out by William Briggs. Miss Machar has selected a series of characters and incidents which depict the pertinent points of British History, beginning for instance with Boadicea and her relations with the Romans and ending with the days of Channing, Peel and good Queen Victoria. The stories have been written with a view particularly of interesting young people in the reading of history, and have been made of such a type that the book will be most useful in lending romance to the sometimes otherwise very dry facts of history, as they are presented in the school text books. An added feature of the book is a supplement, in which special information is given as to the origin of the Canadian flags and the Dominion coats of arms, showing how the Provincial coats of arms have been built up around some pertinent feature which prevails in each of the Provinces. This in addition to the other features will make it something which should be well received in every home, particularly where children are growing up.

New England and New France by James Douglas, author of Old France in the New World, Canadian Independence, etc., is the title of a book just published by William Briggs. The author has interpreted the spirit and described the life of, and has indicated the points of contact and of contrast between, the two groups of colonists who were contending for the control of the American Continent. The methods and policies adopted by the rival groups are set forth frequently in the words of contemporary writers—in many cases the makers as well as the recorders of history. The volume contains an account of thrilling and dramatic events that form the basis of American history. It is a trustworthy record of the institutions that characterized New England and New France.

* * *

Two volumes of Pauline Johnson's hitherto unpublished work will soon be published by William Briggs of Toronto. These will be entitled "The Shagganappe" and "the Moccasin Makers." They will include a number of short stories, prose as well as verse. For the first of these a preface is being written by Mr. Ernest Thompson Seton and for "The Moccasin Makers" a preface is being written by Sir Gilbert Parker, and the appreciation of the poetess which appeared recently in the Canadian Magazine by Charles Mair will be added. All arrangements for the books are being made by Mr. Walter McRaye, the well-known impresario.

* * *

Dents will issue "The Year Book of Canadian Art," compiled by the Arts and Letters Club of Toronto.

"The Golden Road," the new novel by Miss Montgomery recently published by L. C. Page & Co., and "Behind the Beyond," Stephen Leacock's new volume, announced by Bell & Cockburn, are two books by Canadian writers which are expected to have a big run and in poetry, Dr. Wilfrid Campbell's "The Oxford Book of Canadian Verse" will likely prove especially popular, and so with the new edition of "Flint and Feather," Pauline Johnson's complete poems, with an introduction by Theodore Watts Dunton, promised by Musson's.

Basil King, author of "The Inner Shrine," has written "The Way Home," which Musson's will issue. The same house will publish "Jack Chanty," by Hulburt Footner, and a new Christmas story by Norman Duncan, to be called "Finding His Soul."

Macmillan's list includes "Children of the Wild," by Chas. G. D. Robertson, and Steffanson's "My Life With the Eskimos."

Books Received

William Adolphus Turnpike. William Banks, jun. Toronto: J. M. Dent & Sons. Cloth, \$1.00.

A humorous book that has already made a wide appeal, as indicated by the many favorable reviews in the press, is this tale of a typical office boy of Toronto in the nineties. Another indication of the successful reception of the book is that a second edition had to be put out in a remarkably short time after the book's appearance.

The author, who has had many years' experience as a newspaper man in Toronto, is peculiarly fitted to write, as he has, about this city in the period covered by the action of this lively tale. His characters, particularly the ubiquitous hero, provide a wealth of wholesome fun, and the story is not lacking in genuine pathos. Altogether it is a well-rounded effort deserving of success, and creates a real desire for more from the pen of this new arrival in the company of Canadian novelists.



William Banks, Jr., author of William Adolphus Turnpike.

The Golden Road. L. M. Montgomery. Boston: L. C. Page & Co. Cloth, \$1.25 net.

Under the guidance of Sara Stanley, the happy, fun-loving group introduced by Miss Montgomery, travel down "the golden road" to the parting of ways in this new story. Old friendships are renewed with the simple folk of Prince Edward Island, with its orchard-embowered homes and fertile meadows and groves of spruce. The adventurings of the King family, as chronicled in a daily newspaper, with its headline features of the long-expected romance which enters into the life of pretty Aunt Olivia, the return of a prodigal, and what happens to the Awkward Man, will give delight for many a day to all members of the family, young and old.

Joan Thursday. Louis Joseph Vance. Toronto: Copp, Clark Co. Cloth, \$1.30 net.

Mr. Vance's new story, which is likely to be regarded as by far the best he has written, deals with an extremely interesting phase of present-day life in New York City. "Joan Thursday" is the soul-story of an attractive, clever young shop-girl, who, leaving home because of its unattractiveness, goes upon the stage, having her first experience in vaudeville and finally achieving a great success in the legitimate drama.

Doc Williams. Charles A. Lerrigo. Toronto: S. B. Gundy. Cloth, \$1.25.

A novel suggestive of David Harum in its simple-hearted, shrewd, philosophical and humorous hero, a doctor of the Old School and full of "hoss" sense.

The Heart of the Desert. Honore Willsie. Toronto: S. B. Gundy. Cloth, \$1.25.

The story itself develops into swift, dramatic crises which hold the reader spellbound; but the strong lasting impression of the novel is the healing power of the vast open reaches and the primitive life.

The Lady-Elect. Norman Hinsdale Pitman. Toronto: S. B. Gundy. Cloth, \$1.25.

This interesting book depicts old China, unenlightened, trampled under foot by a tyrannical priesthood. It is true to Chinese ideas—not exaggerated—even the Chinese themselves have written stories of actual love scenes of a similar character.

The New American Drama. Richard Burton. New York: T. Y. Crowell & Co. Cloth, \$1.25.

An authoritative setting forth of prevailing conditions relative to the stage in America.

The Spotted Panther. Francis Dwyer. Toronto: Thos. Langton. Cloth, \$1.25.

This is the story of the adventures of two Americans and an Englishman in the effort to take from a fierce Dyak tribe in the wilds of Borneo the wonderful Parang of Buddha, a priceless sword of exquisite workmanship. The adventures of the little party and their rescue by Nao, a beautiful girl, who is a descendant of the old Portuguese explorers, will keep you agog with excitement.

Meditations. By James Allen. New York: T. Y. Crowell & Co. Cloth, \$1.00.

A year book of passages written by the author of "As a Man Thinketh," "From Passion to Peace," etc. One selection is allotted to each day in the year, thus making the book convenient for daily reading. James Allen's writings are of the uplift, inspirational, thought-producing type that appeal to strong, virile, red-blooded men and women. This latest work is admirably adapted for a gift book, and should meet with a very ready sale during the fall and holiday season especially.

Old Countries Discovered Anew. By Ernest Talbert. Boston: Dana Estes & Co. Cloth, \$1.50.

This volume comprises a chatty and interesting account of a trip by motor-car through Holland, Germany, and across France, three of the most interesting countries of all Europe.

The average person visits these countries by rail. Mr. Talbert made the trip by motor-car, and consequently saw many remote sections, sections seldom, if ever, visited by the tourist; sections in which the customs, habits, and lives of the people are exact counterparts of those existing there centuries ago.

Eldorado. Baroness Orezy. Toronto: Hodder & Staughton. Cloth, \$1.25.

Another Pimpernel volume, in which the central figure is Blakeney himself, but the love interest of the story has to do with one Armand St. Just, a young French aristocrat and a member of the League of the Pimpernel, and Jeanne Lange, a Parisian actress. Blakeney's band, consecrated to the good work of aiding the proscribed Royalists to cheat the guillotine, selects as its latest task the freeing of the young orphaned Dauphin from the Temple Prison, where the hereditary ruler of France is imprisoned by the notorious Heron, agent of the Committee of General Security.

Reaching Up and Out. Amos R. Wells. New York: T. Y. Crowell Co. Board, 50c.

An inspirational volume for young people.

Italy and North Africa. W. K. McClure. London: Constable & Co. Cloth, 10s 6d net.

An account of the Tripoli enterprise.

The Insidious Dr. Fu-Manchu. By Sax Rohmer. Toronto: McClelland & Goodechild. Cloth, \$1.25 net.

An account of the machinations of the sinister Chinaman, Fu-Manchu, and the amazing adventures of the man who trailed him.

Drum's House. Ida Wild. London: Constable & Co. Cloth, 6s.

A tale of English village life.

Treasure Island. E. L. Sabin. New York: T. Y. Crowell Co. Cloth, \$1.50.

A boy's tale of prospecting and mining in the Rocky Mountains.

Camp Brave Pine. H. T. Comstock. New York: T. Y. Crowell Co. Cloth, \$1.25.

A tale for "Camp Fire Girls," by the author of "Joyce of the North Woods."

Airship Cruising From Silver Fox Farm. James Otis. New York: T. Y. Crowell Co. Cloth, \$1.50.

The thousands of boy readers of the earlier Silver Fox Farm books will find this one fully up to the level of the rest of the volumes in this first-class series.

The Hungarian Fairy Book. By Nandor Pogany. London: T. Fisher Unwin. Cloth, 6s.

A delightful volume, with exquisite illustrations and decorations, by Willy Pogany.

Foundation Stones to Happiness and Success. By James Allen. New York: T. Y. Crowell Co. Cloth, 50c net.

This little volume, forceful in its subject-matter and fascinating as an example of a high class of work in book-making, is full of practical advice on the attainment of what constitutes the aim of every right-minded person, a happy and successful life.

Glory of the Commonplace. By J. R. Miller. New York: Thomas Y. Crowell Co. Cloth, \$1.00 net.

This new devotional volume, compiled from material prepared by the late J. R. Miller and inspired by its author's own near approach to the "vision glorious," is well suited to serve as a source of stimulation to its readers to lead truer, richer lives.

Boy Scouts in a Lumber Camp. By James Otis. New York: T. Y. Crowell Co. Cloth, \$1.25.

In this fascinating story of a winter spent in the depths of the forests of Northern Maine, Boy Scouts who live in cities have a chance to learn the stuff that goes to make such patrols as those of the Penobscot. These sturdy fellows are offered an opportunity to earn some money by cutting ties during one lumbering season, and under the leadership of a well-qualified scoutmaster they manfully undertake the contract.

The Dramatic Works of Bernard Shaw. "The Showing Up of Blanco Posnet," "The Doctor's Dilemma," "Getting Married." London: Constable & Co. Paper Vols., 1s 6d.

The Quintessence of Ibsenism. Bernard Shaw. London: Constable & Co. Cloth, 3s 6d.

Practical Sewing and Dressmaking. Sara May Allington. Boston: Dana Estes & Co. Cloth, \$1.50.

In addition to containing a great deal of information and advice for the amateur, all given in the most simple language, and in terms easily understood, and admirably adapted to the beginner, it also furnishes full and complete information to persons desiring to establish themselves in the dressmaking business, with additional chapters on cost of materials, labor, etc., and quantities of information that would be very acceptable to both the amateur and the professional.

Work and Programs for Women's Clubs. Caroline French Benton. Boston: Dana Estes & Co. Cloth, \$1.25.

Our National Church. By Lord Robert Cecil and Rev. H. J. Clayton. London: F. Warne & Co. Cloth, 1s.

A history of the Church of England from its foundation.

My Boy and I: by His Mother. Christie Terhune Herrick. Boston: Dana Estes & Co. Cloth, \$1.00.

An Uphill Climb. Harry Huntingdon. London: Frederick Warne & Co. Cloth.

A school story.

Poems of Loyalty. By British and Canadian authors. Selected by Wilfred Campbell. London: Thomas Nelson & Sons. Cloth.

This collection consists of poems chosen, for the most part, as illustrating what true loyalty means, and as inspired by that spirit or influence which prepares for and conduces to true patriotism in the youth of any great nation or people. Dr. Campbell in the preface refers to British loyalty as being founded upon loyalty to God, race, flag, throne, constitution and country, teaching that service, not power, is the greatest thing—that to serve well the race and the State is the supreme ideal.

This new volume is an addition to Nelson's "Short Studies in English Literature."

Columbia. Phanor James Eder. London: Fisher Unwin. Cloth, 10s 6d.

A sympathetic interpretation of this South American Republic, by one who though no longer a resident of that country, is well equipped to present a true picture of the land and its people by reason of ties of birth, family, friendship and business relationships. There are forty illustrations and two maps.

Standard Guide to Paris. Max Maury. Chicago: Laird & Lee. 50c net.

A colored frontispiece shows distances and time between Paris and 48 radiating points, while one page is devoted to railroad fares, first, second and third class, between these places and the French metropolis. Proper names and geographical names not spelled alike in French and English are given at length. Moneys of France converted into American and English values is a useful table, and tourists visiting Germany, Switzerland or Italy will find an indispensable list of all necessary words and sentences for ordinary uses—the English, German and Italian—in parallel columns. Also maps of 12 routes for sight-seeing in Paris, with text describing each. All about hotels, boats, restaurants, baths, barbers, cafes, stores, doctors, money matters, social customs, etc. The principal reason for issuing a new edition is the demand for the work as a class-book for students of the French language.

One Hundred Easy Window Trims. Chicago: Byxbee Publishing Co. Cloth, \$1.00.

According to the announcements sent out with the book it is the only popular-priced window trimming book on the market, the only book with inexpensive window trims, and the only window trimming book written exclusively for the small store. The book is in two parts, both included in the one volume. The first part is devoted to general instructions on window trimming, with pointers on such subjects as making window cards, photographing windows, keeping frost from windows, and the like. The second part is given up to illustrations and descriptions of one hundred window trims. Those include backgrounds and displays for all classes of goods, each described so that any clerk can handle it. All the materials are from the store, or can be supplied at very little if any cost. This is just the kind of a book the merchant with limited capital, unable to employ experienced window trimmers, has been looking for. With this book he can change his window once a week and have enough ideas to last him two years. It is the biggest value and the most practical book on the subject ever

offered. "One Hundred Easy Window Trims" is bound in cloth, has 224 pages and 104 full-page illustrations, and sells for only \$1.00. It can be secured direct from the publishers, or the order can be sent to us. In either case it will be sent postpaid upon receipt of price.

My Climbing Adventures in Four Continents. Samuel Turner. London: T. Fisher Unwin. Cloth, 5s.

Another interesting volume added to the modern travel series.

Love's Apprenticeship. Mabel Sprent. London: Methuen & Co.. Cloth, 6s.

The story of a little wild bush girl, and how she hears the mysterious voices of the great world calling to her. She leaves the solitude of her home in the wilderness and, driven by a hitherto starved passion for eventfulness, joins recklessly in the chase after sensation and experience. The story concerns itself with the action and reactions between sophisticated life, conventional adventure, and a natural young person who grew to womanhood without knowledge of these things.

The Second-Class Passenger. Perceval Gibbon. London: Methuen & Co. Cloth, 6s.

This young author has made a reputation for dramatic vigour and grasp, his short stories being among the finest of recent times. In this volume he has brought together what he thinks are his best efforts in this difficult and attractive genre.

My Methods: or Boxing as a Fine Art. By George Carpenter. London: Ewart Seymour & Co. Boards, 2s. 6d.

An illustrated volume dealing with boxing as a fine art, the author being the heavy-weight champion boxer of Europe.

"Old John Brown." By Walter Hawkins. London: Charles W. Kelly. 1s. net.

A stirring recital of the career of the abolitionist raider who precipitated the national crisis issuing in the United States civil war and emancipation, the conscience of the Northern States being thoroughly aroused by the hanging of John Brown.

The Divine Authority and Perpetual Obligation of the Lord's Day. By Daniel Wilson D.D. London: Charles J. Thynne. Cloth, 1s. net.

From a series of seven sermons delivered by the Rev. Dr. Wilson at the parish church of St. Mary, Islington.

Fabre, Poet of Science. Dr. C. V. Legros. London: Fisher Unwin. Cloth, 10s. 6d.

In a preface by Fabre, it is stated that this work to some extent replaces those memoirs which bad health prevented him from undertaking.

Engiltown. H. G. Dunlop. Elgin, Scotland: "The Northern Scot." Paper, 1s.

A series of sketches which appeared from time to time in the weekly and Christmas numbers of "The Northern Scot."

Other Lords. John Williams. London: Charles W. Kelly. Cloth, 3s. 6d.

A tale of the stirring times in the early years of the 19th century when the Napoleonic wars were raging.

Pussy Black Face. Marshall Saunders. Boston: L. C. Page & Co. Cloth, \$1.50.

The story of a kitten and her friends by the author of "Beautiful Joe's Paradise."

Our Little Roman Cousin of Long Ago. Julia Darrow Cowles. Boston: L. C. Page & Co. Cloth, 60c.

Uniform with the "Little Cousin Series." This is the first volume of a companion series giving the every-day life of children of ancient times. Volumes in preparation include: "Our Little Athenian Cousin of Long Ago;" "Our Little Spartan Cousin of Long Ago;" and "Our Little Viking Cousin of Long Ago."

News of Books and Bookmen

Interesting Trade Intelligence.

Writing about Jeffrey Farnol, Henry C. Shelley, the London literary correspondent of the Boston Transcript, in the course of an article dealing with favorite novels of the day in England said:

"Consistently with his love of the past, Farnol is trying to create some new literary associations for the old inns of Southwark, for whenever he is in town nothing gives him more pleasure than to entertain a congenial company at the ancient George Inn in the Borough."

Lord Northcliffe, in the course of his address to the Canadian Club in Toronto, referred in eulogistic terms to the splendid progress and development of the house of Cassell & Company, Limited, under the capable administration of Arthur Spurgeon, who was also a guest at that meeting.

This kindly reference to the principal of a house that is a competitor of the publishing interests headed by Lord Northcliffe made a good impression upon those present, and is but an indication of the broad-minded attitude toward each other, of men of identical interests in England.



Miss Cholmondeley, whose picture is presented here, gained fame as the author of "Red Pottage." Her new book "Notwithstanding" is being brought out by the Copp Clark Co., this month.

Mary Stuart Cutting's new book, "Refractory Husbonds," is being published in Canada by McClelland and Goodchild. Other of their new fall publications are Dillon Wallace's "The Wilderness Castaways," "The Maid of the Forest," by Randolph Parrish, "Auburn Freckles," by Marie Marsh, "Golf Yarns," by H. B. Martin, "The Attractive Way," by Dr. Grenfield, and "Children's Book of Christmas Stories," by Dickinson and Skinner. They will shortly issue a new detective story entitled "The Destroyer," by the author of "The Gloved Hand." The name of the book pertaining to the ill-fated Scott expedition to the South Pole has been changed from "The Uttermost South" to "Scott's Last Expedition." A third edition of Dr. Walling's "Sexology" is being printed.

Frederick J. Crowest, the editor-manager of the Walter Scott Publishing Company, Limited, is paying a business visit to America, having arrived at New York a few days ago on the Mauretania.

John Mackie, author of "The Heart of the Prairie," "The Rising of the Red Man," "Lost in Canadian Wilds," etc., arrived in Canada at the beginning of September for a pleasure trip, accompanied by the eldest son of Mr. R. L. Harmsworth, M.P., the well-known London newspaper proprietor.

D. McAinsch & Company have opened a fine new bookstore on College Street, off Yonge Street, Toronto. A description of this store will be given in the next issue of Bookseller and Stationer.

Dr. S. McEwen of Carlstadt, Alberta, was a trade visitor in Toronto in September. He was accompanied by Mrs. McEwen.

In the opinion of Mr. McClelland, Coningsby Dawson's new book entitled "The Garden Without Walls" will be one of their best selling books for the fall.

By an error in listing "Laddie" in last month's record of new books, the price was entered at \$1.25 instead of \$1.50.

Although "Laddie" was not published until August 17th, leaving less than half a month ago to the time of sending out



Mrs. Gene Stratton-Porter.

the cards for the best sellers to be reported in the current issue of "Bookseller and Stationer," the consensus shows the book a strong second among the six best sellers.

On September 20th the Copp, Clark Co. published "Joan Thursday," by Louis Joseph Vance, and on September 26th, "The White Linen Nurse," by Eleanor H. Abbott. An interesting juvenile in this firm's fall list is another Oz book by Banne. The title is "The Patchwork Girl of Oz." Another of their fall books is a novel by Corra Harris, who wrote "The Recording Angel" and "Eve's Second Husband." The new title is "In Search of a Husband."

Geo. Smithers, of the Copp, Clark Co., is at present in the Western Provinces, showing the firm's line of books.

George Stewart is working through to the Pacific Coast on his annual fall trip in the interests of the Oxford University Press.

The Book of Psalms, with colored illustrations by Pape, is a new issue by the Copp, Clark Co., this season.

In "The New Man," which Sir Isaac Pitman & Sons announce, Philip Gibbs, the well-known novelist and journalist, presents an intimate psychological study of a new type in English life. Not dogmatic, it presents a tremendous moral, drawn from the new social phenomena of our time, which differentiate this generation from its predecessors.

Stewart and Kidd, the Cincinnati publishers, have just put out "On the Seaboard," by August Strindberg, translated from the Swedish by Dr. Elizabeth Clarke Westergreen. This has been pronounced as Strindberg's greatest novel. The action takes place in the Baltic Islands. Other new books from the same publishers are: "European Dramatists," by Archibald Henderson. The book deals with Strindberg, Ibsen, Maeterlinck, Wilde, Shaw, and Barker, and "Short Plays" by Mary MacMillan, a volume suitable for women's clubs, girls' schools, etc.

"The Mary Frances Cook Book" is the name of a new book for which Thomas Langton has the Canadian selling rights. It is an ideal book for a young girl, the recipes being explained in the simplest manner. There are a number of full page illustrations in colors.

"The Man Between," by Walter Archer Frost, is a new Langton book just published. It is a story dealing with a young American's adventures in the region of the Kimberley mines in Natal.

Robert Sidey has opened a new bookstore on East Main Street, Welland, succeeding S. H. Griffith, who formerly conducted a china and grocery store. In his announcement to the citizens of Welland, Mr. Sidey says that he will continue the china business, but replace the grocery end with books, stationery and fancy goods.

W. B. Wilkins, manager of the Musson Book Company, enjoyed a two weeks' vacation in September.

The new Hall Caine book, "The Woman Thou Gavest Me," met with so great a demand that the first Canadian edition was soon exhausted, a second large edition being brought on from England.

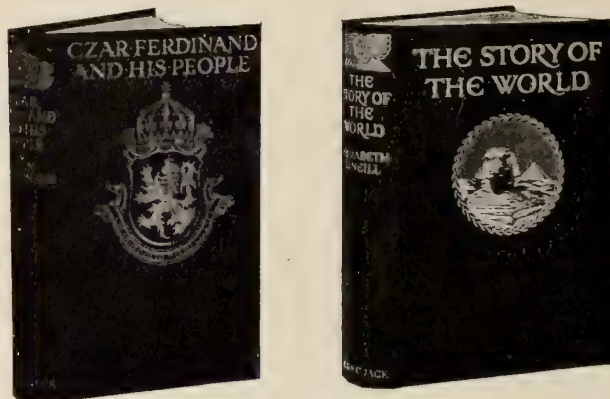
The fame and popularity of Hall Caine may be measured by the fact that his new novel, "The Woman Thou Gavest Me," is being translated and published in twelve different languages.

An extraordinary biography announcement for fall publication by John Long, Limited, is "The Story of My Life," by Evelyn Nesbitt Thaw. The volume will be fully illustrated.

The Macmillan Company will publish "Theodore Roosevelt, an Autobiography," chapters of which have appeared from time to time in The Outlook.

Putnams are publishing "Threads of Grey and Gold," by Myrtle Reed, author of "A Weaver of Dreams," etc.

"A Short History of English Liberalism," by W. Lyon Blease, has been issued by Putnams. Another important book just published by the same house is Clare Jerrold's "The Married Life of Queen Victoria."



Two of Jack's New Books.

A History of Montenegro," announced by Jarrold & Sons, from the pen of Francis Seymour Stevenson, will appeal not only to historical students, but to all who are interested in the Near East and the Balkan War.

One of the striking features of present trading in the book stores, said C. A. Port, who covers Toronto and Hamilton for Hodder & Staughton, is the big call for shilling novels.

Arthur A. Smart, formerly Western Ontario representative for Musson's, is now in charge of the order department at the Toronto warehouse. Frank Mortley, formerly of the house staff, is now covering the Western Ontario ground.

I. L. Hobden has gone to the Maritime Provinces, and Leslie A. Gemmel on his trip to the Pacific Coast with the Musson Book Company's fall lines.

Sir Gilbert Parker was feted at Belleville, Ontario, the town of his birth, on September 30th. He also addressed a public meeting in the Armory which was too small to accommodate all who sought entrance. Sir Gilbert graciously delivered a subsequent address at an overflow meeting. "Canada—Twenty-eight Years and After," as his subject.

Record of Copyright Books

Published in Canada.

Fiction.

- Adventure.** Jack London. Toronto: Macmillan. Cloth, 50c.
- Argyle Case, The.** Arthur Hornblow. Toronto: Musson Book Co. Cloth, \$1.25.
- Aunt Jimmy's Will.** M. G. Wright. Toronto: Macmillan. Cloth, 50c.
- Blue Flower, The.** Henry Van Dyke. Toronto: Copp, Clark Co. Cloth, 75c.
- Boy Scouts Beyond the Seas.** Sir Robert Baden-Powell. Toronto: William Briggs. Cloth, 75c.
- Broadway Jones.** Edward Marshall. Toronto: Bell & Cockburn. Cloth, \$1.25.
- Business of Life, The.** Robt. W. Chambers. Toronto: McLeod & Allen. Cloth, \$1.40.
- Captains All.** W. W. Jacobs. Toronto: Hodder & Stoughton. Paper, 6d.
- Confessions of Arsene Lupin, The.** Maurice Leblanc. Toronto: Musson Book Co. Cloth, \$1.25.
- Count of Luxembourg, The.** Harold Simpson. Toronto: Bell & Cockburn. Cloth, \$1.75.
- Crowds.** Gerald B. Lee. Toronto: William Briggs. Cloth, \$1.25.
- Davis Sanghter.** L. Bevier Caby. Toronto: William Briggs. Cloth, \$1.00.
- Desired Woman, The.** Will N. Harben. Toronto: Musson Book Co. Cloth, \$1.50.
- Distant Drum, The.** Dudley Sturrock. Toronto: Bell & Cockburn. Cloth, \$1.25.
- Father Ralph.** Gerald O'Donovan. Toronto: Macmillan. Cloth, \$1.25.
- Fool and His Money, A.** George Barr McCutcheon. Toronto: William Briggs. Cloth, \$1.25.
- Free Range, The.** Elwell Lawrence. Toronto: McLeod & Allen. Cloth, \$1.25.
- Golden Barrier, The.** Agnes and Egerton Castle. Toronto: Bell & Cockburn. Cloth, \$1.25.
- Happy-Go-Lucky.** Ian Hay. Toronto: William Briggs. Cloth, \$1.25.
- His Great Adventure.** R. Herrick. Toronto: Macmillan. Cloth, \$1.25.
- Horsemen of the Plains.** J. A. Altscheler. Toronto: Macmillan. Cloth, 50c.
- Idiot, The.** Dostoevsky. Toronto: Bell & Cockburn. Cloth, \$1.25.
- Impressions and Opinions.** George Moore. Toronto: Bell & Cockburn. Cloth, \$1.50.
- In the Heart of Old Canada.** Col. W. Wood. Toronto: William Briggs. Cloth, \$1.50.
- Jack-Knife Man, The.** Ellis Parker Butley. Toronto: William Briggs. Cloth, \$1.25.
- John Barleycorn.** Jack London. Toronto: Bell & Cockburn. Cloth, \$1.30 net.
- Justice of the King.** H. Drummond. Toronto: Macmillan. Cloth, 50c.
- Lady and the Pirate, The.** Emerson Hough. Toronto: McLeod & Allen. Cloth, \$1.25.
- Loves of Pelleas and Etarre.** Zona Gale. Toronto: Macmillan. Cloth, 50c.
- Mask, The.** Arthur Hornblow. Toronto: Bell & Cockburn. Cloth, \$1.25.
- Man Between, The.** Walter Archer Frost. Toronto: Thomas Langton. Cloth, \$1.25.
- Mediator, The.** Roy Norton. Toronto: McLeod & Allen. Cloth, \$1.25.
- Merrillie Daws.** Frank H. Spearman. Toronto: McLeod & Allen. Cloth, \$1.25.
- Otherwise Phyllis.** Meredith Nicholson. Toronto: William Briggs. Cloth, \$1.35 net.
- Players, The.** Sir William Magnay, Bart. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- Red Eve.** Rider Haggard. Toronto: Hodder & Stoughton. Paper, 6d.

- Sale of Lady Daventry, The.** Anonymous. Toronto: Bell & Cockburn. Cloth, \$1.25.
- Scarlet Pimpernel, The.** Baroness Orczy. Toronto: Hodder & Stoughton. Paper, 6d.
- Shallows.** Frederick Watson. Toronto: Bell & Cockburn. Cloth, \$1.25.
- Spotted Panther, The.** James Frances Dwyer. Toronto: Thomas Langton. Cloth, \$1.25 net.
- Spring Days.** George Moore. Toronto: Bell & Cockburn. Cloth, \$1.50.
- Souls of Men, The.** Martha M. Stanley. Toronto: Bell & Cockburn. Cloth, \$1.25.
- Uncle Tom Andy Bill.** C. Major. Toronto: Macmillan. Cloth, 50c.
- Unpath'd Waters.** Frank Harris. Toronto: Bell & Cockburn. Cloth, \$1.50.
- Vision Splendid, The.** W. M. Raine. Toronto: Bell & Cockburn. Cloth, \$1.25.
- Way Home, The.** Author of "Inner Shrine." Toronto: Musson Book Co. Cloth, \$1.50.
- Way of Ambition, The.** Robert Hitchens. Toronto: Bell & Cockburn. Cloth, \$1.25.
- Westways.** S. Weir Mitchell. Toronto: William Briggs. Cloth, \$1.35 net.
- Wilderness Trail, The.** Frank Williams. Toronto: McLeod & Allen. Cloth, \$1.25.
- Woman Thou Gavest Me, The.** Hall Caine. Toronto: Musson Book Co. Cloth, \$1.35 net.
- World's Daughter, The.** Cyril Harcourt. Toronto: Bell & Cockburn. Cloth, \$1.50.
- Yoke of Pity, The.** Julien Benda. Toronto: Bell & Cockburn. Cloth, \$1.25.

Non-Fiction.

- African Camp Fires.** Stewart Edward White. African Camp Fires. Miscellaneous. Toronto: Musson Book Co. Cloth, \$1.50.
- As You Like It.** Illustrated by Hugh Thomson. Art. Toronto: Musson Book Co. \$2.00.
- Business Organizations and Combinations.** L. H. Haney. Toronto: Macmillan. Cloth, \$2.00.
- Byron.** 2 vols. E. C. Mayne. Biography. Toronto: Bell & Cockburn. Cloth, \$6.00.
- Chain of Prayer Across the Ages.** A. Salima Fitzherbert. Devotional. Toronto: Bell & Cockburn. Cloth, \$1.50.
- Christmas Carol.** Illustrated by A. C. Micheal. Art. Toronto: Hodder & Stoughton. Boxed. \$1.50.
- Complete Angler, The.** Illustrated by J. H. Thorpe. Art. Toronto: Musson Book Co. \$2.00.
- Dauber.** John Morefield. Poetry. Toronto: Bell & Cockburn. Cloth, \$1.00.
- Economics of Business.** N. A. Brisco. Toronto: Macmillan. Cloth, \$1.50.
- Evangeline.** H. W. Longfellow. Poetry. Toronto: Copp, Clark Co. Cloth, \$2.00.
- Girl's Life, A.** Harrison Fisher. Art. Toronto: Copp, Clark Co. Cloth, \$3.50.
- How to Buy Land in Canada.** M. L. Hornbý. Toronto: Macmillan. Cloth, 50c.
- History of the County of Lennox and Addington.** Walter S. Herrington, K.C. History. Toronto: Macmillan. Cloth, \$3.00.
- Heart of Gaspé, The.** J. M. Clarke. Travel. Toronto: Macmillan. Cloth, \$2.00.
- Happy Days.** Geo. N. Madison. Toast Book. Toronto: Copp, Clark Co. Cloth, 50c.
- Hunts with Jorrocks.** Illustrated by G. Denholm Armour. Art. Toronto: Hodder & Stoughton. Boxed. \$1.50.
- How France is Governed.** Raymond Poincaré. History. Toronto: Bell & Cockburn. Cloth, \$2.50.
- Illustrated Bird Dictionary and Note Book, Land Birds.** Chester A. Reed. Nature. Toronto: Musson Book Co. Paper, 35c.
- Illustrated Bird Dictionary and Note Book, Water Birds.** Chester A. Reed. Nature. Toronto: Musson Book Co. Paper, 35c.
- In Powder and Crinoline.** Sir Arthur Quiller-Couch. Art. Toronto: Hodder & Stoughton. Boxed. \$5.00.

- Joe the Book Farmer.** Gerrard Harris. Agriculture. Toronto: Musson Book Co. Cloth, \$1.00 net.
- Life of John Bright, The.** H. M. Trevelyan. Biography. Toronto: Bell & Cockburn. Cloth, \$4.50.
- Life of St. Teresa.** Alice Lady Lovat. Biography. Toronto: Bell & Cockburn. Cloth, \$3.50.
- Little Gift Book, The.** Harrison Fisher. Art. Toronto: Copp, Clark Co. Cloth, \$1.25.
- Life of Madame Talliere, The.** J. Lewis May. Toronto: Bell & Cockburn. Biography. Cloth, \$4.00.
- Londoner's London.** A. W. Whitten. History. Toronto: Bell & Cockburn. Cloth, \$1.50.
- Manures and Fertilizers.** H. J. Wheeler. Toronto: Macmillan. Cloth, \$1.60.
- Mexico, the Land of Unrest.** Henry Baerlin. History. Toronto: Bell & Cockburn. Cloth, \$3.50.
- Mary Frances Cook Book, The.** Jane Eyre Fryer. Domestic. Toronto: Thomas Langton. Cloth, \$1.50.
- Merchant of Venice, The.** Illustrated by Sir James Kinton, R.I. Art. Toronto: Musson Book Co., \$2.00.
- Michael Angelo.** R. W. Carden. Biography. Toronto: Bell & Cockburn. Cloth, \$3.50.
- Mutt and Jeff.** Bud Fisher. Cartoons. Toronto: William Briggs. Cloth, 50c.
- My Days with the Fairies.** Mrs. Rodolph Stawell. Art. Toronto: Hodder & Stoughton. Boxed. \$1.50.
- New Tendency in Art, The.** Henry R. Moore, A.N.A. Miscellaneous. Toronto: Musson Book Co. Boards, 75c.
- Old Curiosity Shop.** Illustrated by Frank Reynolds. Art. Toronto: Hodder & Stoughton. Boxed, \$5.00.
- Other Days.** A. G. Bradley. History. Toronto: Bell & Cockburn. Cloth, \$2.50.
- Patchwork Girl of Oz, The.** L. Frank Baum. Toronto: Copp, Clark Co. Juvenile. Cloth, \$1.25.
- Philip, Duke of Wharton.** Lewis Melville. Toronto: Bell & Cockburn. Biography. Cloth, \$4.50.
- Robert Fulton.** H. W. Dickinson. Biography. Toronto: Bell & Cockburn. Cloth, \$3.00.
- Seine from Havre to Paris, The.** Sir Ed. Thorpe. Toronto: Macmillan. Cloth, \$3.75.
- Snow Queen and Other Stories, The.** Hans Anderson. Art. Toronto: Musson Book Co. \$2.00.
- Stained Glass Tour in Italy, A.** Charles H. Sherrill. Art. Toronto: Bell & Cockburn. Cloth, \$2.50.
- Trail Makers of Canada, The.** 6 vols. Toronto: Musson Book Co. Cloth, \$4.50.
- Vanity Fair.** Wm. Makepeace Thackeray. Art. Toronto: Hodder & Stoughton. Boxed. \$5.00.
- World's Best Fairy Stories, The.** T. Frank. Art. Toronto: Bell & Cockburn. Cloth, \$1.50.
- Western Bird Guide.** Chester A. Reed. Nature. Toronto: Musson Book Co. Cloth, \$1.00 net. Leather, \$1.25 net.
- What Can Literature Do for Me?** Alphonse Smith. Miscellaneous. Toronto: Musson Book Co. Cloth, \$1.00.

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BOOK TESTS RECEIVED.

Bell and Cockburn have just put out an illustrated catalogue setting forth books of fiction, history and biography, travel, art, essays and belles lettres, poetry and the drama, science and philosophy, for the collector, nature, sports and games, nature to domestic animals, books for women, miscellaneous volumes, and a special section devoted to books about Canada. The preparation of this creditable list evolved a great deal of patient work amply justified in the result now shown. The catalogue is one which cannot fail to be a real help to the firm's customers in bookselling.

From Carsell & Company comes a striking circular setting forth talking points about three of the firm's new books. On one page is pasted a letter to the bookseller, a significant paragraph of which is to the effect that some books are really too good to be "best sellers," a statement which is important in the light that it does not do to neglect non-fiction titles, which are sure of a market, although not in such popular demand as new fiction by popular novelists.

A. & C. Black, the London publishers, have sent out a list setting forth their books for autumn, 1913. A prominent place under the caption of "Books as Christmas Cards"

is given a series of little volumes available, in cardboard boxes with designed labels bearing these words: "With the season's greetings," with a blank space for the sender's signature.

From S. B. Gundy, publisher in Canada for Humphrey Milford, comes "A Selection from the List of the Oxford University Press," a neatly printed digest of some of the more prominent of the season's offerings. Such novels as "The Keeper of the Vineyard," the new novel, by Caroline Abbott Stanley; "Doc Williams," by Charles Lerigo; Frank Packard's "Greater Love Hath No Man," are given prominence, and there is a large and varied presentation, with numerous illustrations, of books of various classes especially suitable for fall and holiday trading.

From the Harvard University Press, Cambridge, Mass., comes a list of the publications of Harvard University together with an extensive announcement of books in preparation.



Halloween as a Trade Bringer

Easy Sales, Good Profits.

The observance of October 31st, All Hallow Eve, as a night for informal entertaining has in recent years become almost universal until the popularity of the holiday is second only to that of Christmas. Not only among children are Hallowe'en parties the vogue, but their elders seem as eager to take advantage of the unusual opportunities for out-of-the-ordinary decoration, unusual "eats" and jolly games. The decorations are usually more elaborate than for any other occasion, though not necessarily more expensive, for Hallowe'en designs and colors are so startling and effective that much may be accomplished with little cost.

In connection with the campaign for Hallowe'en business the Dennison Manufacturing Co. has issued a "Bogie Book" which discusses in twenty pages, ways and means to insure a successful Hallowe'en party. These books are supplied free to dealers enabling them to gather valuable ideas to be passed on to customers and designed to be a good lubricant for this particular trade.

New Goods Described and Illustrated

A Valuable Trade Guide.

The Ideal mucilage hand-stamp, a new device for applying mucilage or paste to paper, is now being introduced to the Canadian trade by Jas. P. Easton & Co., 212 McGill St., Montreal.

The device is claimed by the manufacturers, The Mucilage Stamp Co., Springfield, Mass., as the most up-to-date method of applying mucilage, in that it overcomes the old bottle and brush idea and does away with sticky fingers.



The flow of mucilage is regulated by a valve, concealed within the stamp and so constructed that mucilage flows only when the stamp is in use. Thus it prevents evaporation and waste caused through spilling.

The accompanying illustrations show, first, the stamp when not in use; and second, the method of application.

The whole device is of comparatively small size, and as it is finished in heavy nickel plate, forms an attractive looking piece of office equipment.

New Suffragist Pencil.

Eberhard Faber, New York, is offering a new pencil called the Suffragist. It is made in hexagon shape and finished in the Woman's Suffrage colors, yellow and black, applied in alternate stripes. On one of the stripes appears the words "Votes for Women." The pencil has a gilt metal tip and rubber, and the lead is of fine grade in No. 2. They are put up in a folding easel display box, six boxes to a carton.

New Carbon Paper Selling Plan.

The Columbia Ribbon and Carbon Co., of New York, have placed on the market a carbon paper package put up in an exceptionally durable manner, there being six sheets of carbon paper in a package retailing at 25c, the sheets being sold in unbroken packages are all in good condition. It is pointed out that when loose sheets of carbon paper are sold they have to be counted out and then wrapped up, and being carried in a roll are apt to be creased or wrinkled. The new package is fastened after the manner of a mailing envelope and can be conveniently opened and closed. It is one of those little schemes for better merchandising that always appeal to the retailers.

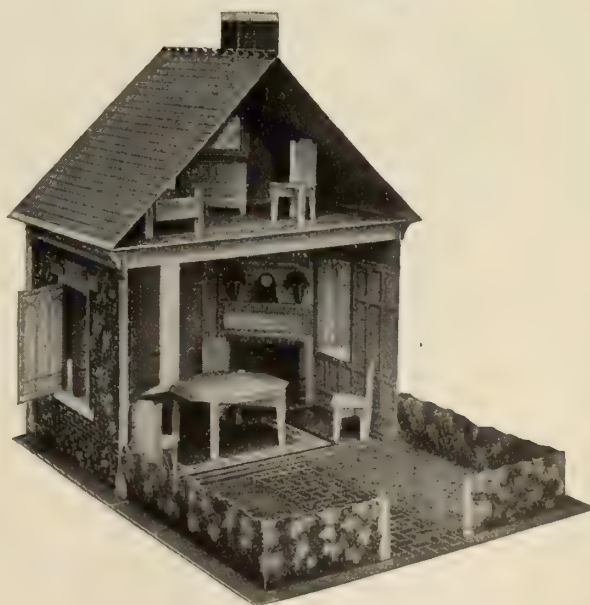
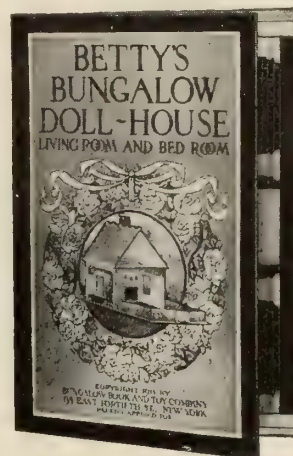
John Dickinson & Co., of Montreal, are supplying retail stationers with a series of advertising blotters designed for local distribution by the dealers themselves in order to assist them to get more business in this line. The blotters are strikingly printed and of a size that permits of their being readily slipped into envelopes with letters or statements.

Warwick Brothers and Rutter, Toronto, have been appointed Canadian agents for Permodelle, the new modeling material, manufactured by A. G. Owen, Birmingham, England. Permodelle is a new invention in modeling material and is claimed by the manufacturer to possess many advantages over any modeling clay known.

One thing about Permodelle, which is supplied in all colors, is that photographs and views can be formed by the application of this material without the use of brush or paint. The work is done entirely by hand and as in painting, the mixing of different color of clays, will produce the desired tint. A view thus made can be framed and provided the picture is kept out of close proximity to heat, it will retain its shape indefinitely.

Closed, a Book—Open, a House.

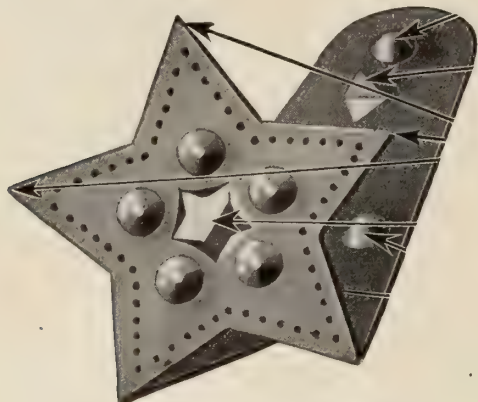
A decided novelty comes from New York in the form of a toy bungalow house, "the book that becomes a house." The illustrations presented here will give a good idea as to what this new creation is like. Closed, it is a toy book, and upon opening the book a house arises. The first two of the series of bungalow books have appeared. One is a living



room unit, the other a kitchen unit, each having a bedroom above. These units are uniform, and can be joined together. The doors and windows swing open, and access can be had from one unit to another. These illustrations are presented through the courtesy of the publishers, the Bungalow Book and Toy Company.

A New Paper Fastener.

The Capital paper fastener has been put out by the Starr Manufacturing Company, of Sidney, Ohio. Advantages claimed for it are that it has twelve paper holding contacts, preventing all possibility of slipping; a piercing point capable of penetrating fifteen sheets; are made of polished brass with beaded edges, making a handsome appearance, and are put up one hundred in a brass box and ten boxes in a display carton.

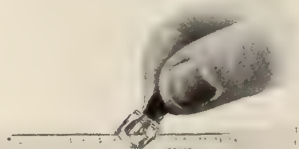


Felt Pads for Office Chairs.

What is described by the Non-Shine Pad Company, of Philadelphia, as "the greatest boon to office men since the adding machine was invented" is the non-shine chair pad. "The one saved your brains, the other saves your clothes." This may sound rather high sounding for an



article so inexpensive compared with an adding machine, but at least it is a slogan likely to attract notice. The pad is made of thick durable felt, in a leather color harmonizing with oak or mahogany, and has leather straps for fastening it to the chair. The big advantage claimed for it is that it does not destroy the nap of the cloths and lives up to its name.



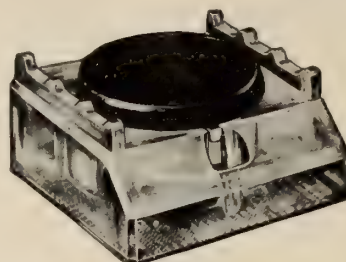
Vise Signals.

"The biggest little things in modern office use," is a striking slogan in a descriptive list sent out by the George B. Graff Company, of Boston, who have recently added to their line the vise signals made in twelve different colors to aid in the systematic following up of enquiries, the classification of customers, and other similar requirements. It is a one-piece contrivance, the lower part is nicked to prevent rusting and soiling of card. The upper part is enameled in color. The signals lie flat, fitting close to the card so that neighboring cards will not slip under.

Propelling pencils in large variety, displayed on a new series of easel cards, are being shown by Menzies & Co. There are pencils to retail from 15c to 35c each, coming a dozen on a card. These cards are artistically gotten up, and each has a blank white disc for the price mark.

Another New Inkstand.

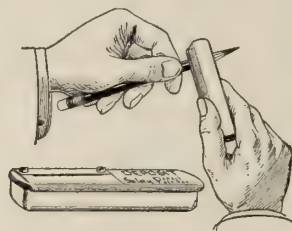
A new low type of inkstand with novel features is called the "Chelsea," recently introduced to the trade by Cushman & Dennison, represented in Canada by F. E. Robson & Company, of Toronto. The cover is of vulcanite, screws into a porcelain plunger, which can be raised or lowered by a rotary



movement of the cover, thus regulating the quantity of ink in the dip cup, the level of the ink being always kept at the proper height to properly ink the pen. It also precludes accidental flow of ink through the dip opening. It will be noted that the edge of the base is beveled off to form an incline face to further facilitate the insertion of the pen at an angle, also that the stand may be inserted in the pigeon-hole of the desk and still be readily accessible. The dip opening itself extends at an angle, a point users of inkstands will appreciate.

The Deposit Pencil Pointer.

The Learlight Manufacturing Co. of Detroit has perfected a new pencil sharpener which as indicated by the



accompanying illustration is operated in the time-honored way, but has a receptacle to catch the chips and dust.



SELLING TYPEWRITERS.

The increasing number of stationers that are successfully handling typewriters, particularly the rebuilt variety, affords ample proof that a progressive firm can sell machines just as easily as the local branch of a typewriter company. The installation of typewriters as part of the stock carried by stationers creates an added advantage in that the handling of machines helps to keep the dealer in touch with business houses needing office supplies of every kind, including such accessories as belong to the machine in the shape of ribbons, carbon papers, etc. The stationer is the logical person to handle typewriters just as he is the proper individual to handle office devices of every description. Typewriters are a profitable line and can be carried advantageously by practically every stationer.—Geyer's Stationer.



A Canary Contest.

J. N. C. Hill, druggist and stationer, Edmonton, held a "canary contest" recently, coupons being given with each fifty-cent purchase during one week, the holder of the most coupons winning a German Roller canary.

**WHY DON'T YOU SELL THE PEN THE
USER WANTS?**

The Pen with the Magic Button

The "A.A." Self-filling fountain pen, for which there is no substitute, gives universal satisfaction.

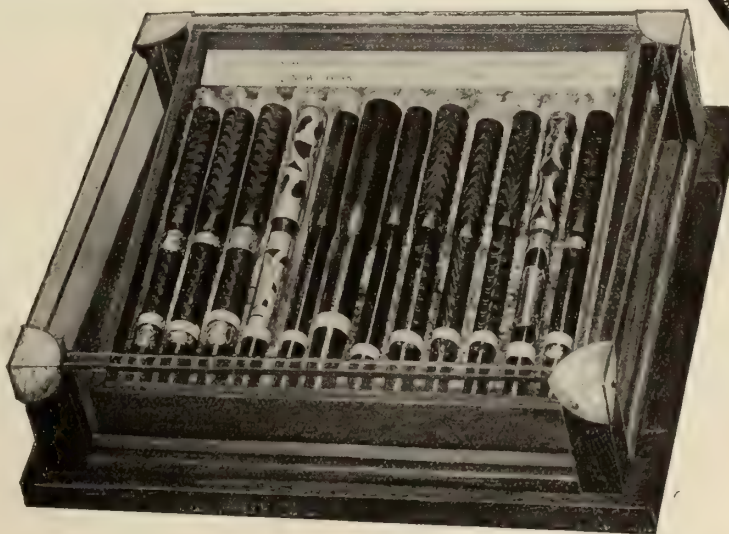
Every bookseller and stationer handling our self-filler appreciates its exclusive selling features. There is no joint to stick, break or leak, the reservoir is guaranteed for two years, and our gold pens are furnished in such a wide variety of styles and sizes that you can suit your most fastidious customer. This pen has long since passed the experimental stage and has been perfected to such a point that we can absolutely guarantee satisfaction.

"A.A." PEN PERFECTION

is a standard of perfection maintained in ALL our pens.



An attractive assortment in show case as shown here will be furnished dealers adding our line.



ARTHUR A. WATERMAN & COMPANY

22 THAMES ST., NEW YORK

NOT CONNECTED WITH THE L. E. WATERMAN CO.

In the Music Department

GETTING ODD BUSINESS.

Booksellers and stationers can increase their business considerably in the course of a year, with comparatively no increase in overhead expense, and very little investment, by adding odd lines for which there is a steady demand, and which would otherwise be taken care of by mail order houses and out-of-town concerns.

An illustration of this is given in the tendency of these class of stores to handle small musical instruments, parts and accessories, and as the profit on these goods is very comfortable and the demand requires no particular stimulation, many dealers have found that by the simple process of displaying these goods on their counters and in their windows at various times, they have increased their net profit in the course of a year to a very handsome extent, and the only expense consisted of the investment in the stock itself, as there was no increase in overhead or running expenses.

This tendency on the part of dealers is but another evidence of modern business methods, that require intensive cultivation of every possible channel of trade to secure maximum results.

Manufacturers, recognizing this new attitude of dealers, have created showcase outfits and selling displays, which include a big variety of goods for which there is a steady demand, and the dealer purchasing these outfits complete generally secures the showcase free of charge. One advantage of this system is that the dealer gets the benefit of the manufacturer's experience as to which are good sellers. The dealers themselves would require considerable time to determine what goods would sell, and would order accordingly, whereas the manufacturer or wholesaler, being in touch with dealers all over the country, know just which of his lines sell the best, and arranges his outfits so that the dealer has a representative stock of staples and parts.

Display outfits are wonderful business bringers for the fall and winter trade for the class of stores mentioned, and many a dealer who now has a thriving musical instrument business owes it to one or two of these small showcase outfits, which introduced these lines to the public for him without any effort on his part.

RETAIL MUSIC DEALERS ORGANIZE.

Toronto, Sept. 2nd.—An organization to be known as The Canadian Music Dealers' Association, was formed yesterday afternoon in this city, following a meeting of representative retail dealers.

The object of the association is to better the conditions of sheet music and book music publication throughout Canada. The officers who were elected were: President, Thomas Anderson, of Hamilton; First Vice-President, William Clarkson, of Montreal; Second Vice-President, F. H. Wray, of Winnipeg; Secretary, Chas. M. Passmore, of Bell Piano Co., of Toronto; Treasurer, W. H. McKechnie, of Ottawa.

The dealers believe that a strong association can prevent the publication and sale of cheap sheet music, which has proven so detrimental to the sale of a higher class of music. "The five-cent sheet music had no place in the stores of our Canadian music dealers," was the sentiment expressed at the meeting.

MUSIC TRADE NOTES.

For the next five and a half years, Jerome K. Remick Company, the New York music publishers, will pay an annual rental of \$8,000 on their new Canadian branch store, which is to be opened shortly at 127-129 Yonge Street, Toronto.

"Make a Hit With Mother," "He Wants Someone to Call Him Papa" and "Here Comes My Daddy Now" are three new songs issued by Musgrave Brothers and Davies which are rapidly gaining popularity.

Musgrave Brothers and Davies, the Toronto publishers, have secured the agency and sole selling rights for Canada of the famous Bosworth edition.

PUBLICATIONS RECEIVED.

"A Practical Guide to Violin Playing," by Hans Wessely. London: Joseph Williams, Limited. cloth 3s. net.

A volume intended for teachers of the violin.

All the Latest Popular Music

18c Per Copy

After August 1st we are going to sell all the latest popular Music at 18c per copy, postpaid to any address.

Our music business has increased so that we can buy in larger quantities, hence we can give the price that we do.

The Following List are some of the Latest Songs

Apple Blossom Time in Normandy	Row, Row, Row
That's How I Need You	When I Lost You
Trail of the Lonesome Pine	Take me to that Swanee Shore
On the Mississippi	Underneath the Cotton Moon
Kentucky Days	Where River Shannon Flows
Snookey Blues	To Have, To Hold, To Love
Ship of My Dreams	

MARTIN BROS.

Opposite Norfolk House

Simcoe, Ont.

A Western Ontario Firm's Recent Sheet Music Advertisement.

A New Scheme.

The Enderby Music Store, Enderby, B.C., created interest in their store by offering a phonograph worth \$97.50 to the holder of the proper key, keys being distributed on the basis of one key with every \$1.00 cash purchase and with every \$2.00 payment on back account. Schemes of this sort tend to awaken curiosity. Even the holders of keys that do not fit the lock being interested as the identity of the winner.

The firm's announcement outlining the scheme includes this statement: "We will advise you when the keys have all been distributed."

VALUE OF ACQUAINTANCESHIPS.

A writer in Office Appliances outlines some good schemes for promoting sales in the office equipment department. He tells of one shrewd dealer, who makes it a point to extend his acquaintance and that of all his clerks and salesmen into all the fields where knowledge of new business enterprises and removals of old concerns are likely to be known first. This gentleman knows an amazing number of janitors, messenger boys, elevator men, building agents, contractors and architects, and from all of them he gets valuable information at some time or other. He knows full well that it is often the first man on the scene who gets the order for new equipment, and he therefore leaves no stone unturned to get the earliest possible information. Where a sale results from a tip given by someone in a subordinate position, a small commission helps wonderfully to cement friendship and future like co-operation. He does not, by any means, however, encourage tips from those in confidential positions who have no right to give information.

Removing Iodine Stains.

To remove iodine stains from bacteriological instruments or the hands a strong solution of hyposulphite of soda is good and effective. The solution should be quite strong, and, after its application, the solution should be rinsed off with warm water, and the stained article dried well.—Scientific American.

SHEET MUSIC AND MUSIC BOOKS OF THE BETTER CLASS

We are sole representatives in Canada of the leading English music publishers and carry a very complete stock of standard publications for educational and general use.

NEW SONGS, PIANO MUSIC, VIOLIN and ORGAN MUSIC, ANTHEMS and CHORUSES in great variety. Liberal discounts to the trade.

ANGLO-CANADIAN MUSIC PUBLISHERS ASSOCIATION, Ltd.

ASHDOWN'S MUSIC STORE

144 Victoria Street

TORONTO

EDUCATIONAL WORKS ON MUSIC

in use at the Royal Academy of Music, London, and principal Colleges and Schools.

AURAL CULTURE, based upon Musical Appreciation, Part I, 2s. 6d. net cash. By STEWART MACPHERSON and ERNEST READ.

An important new Work dealing with the vital subject of the cultivation of the young pupil's ear and musical perception in a manner calculated to arouse his interest from the outset. It also contains a valuable Appendix dealing with Rhythmic Movements for Young Children, and a copious and carefully graded list of pieces suitable for use in Appreciation classes.

A separate "PUPIL'S BOOK" of Songs and Rhythmic Exercises, 6d. net cash.

LIVING MUSIC: A popular Introduction to the Methods of Modern Music. By HERBERT ANTCLIFFE. Complete, price 2s. 6d. net cash.

In two parts:

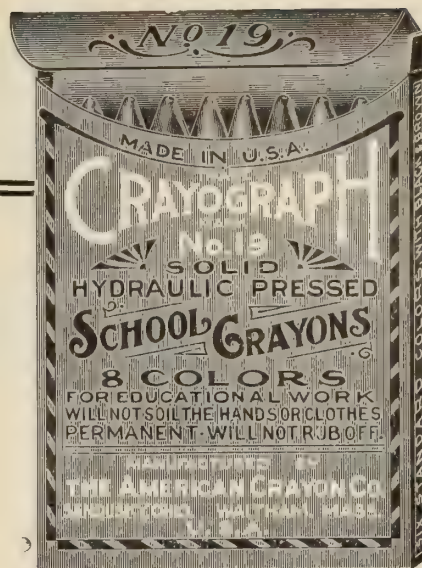
Part I "HISTORICAL AND PERSONAL"

Part II "TECHNICAL AND AESTHETIC."

The volume is an attempt to provide for both the student and general reader something in the nature of a supplement to the many brief histories of music which have been issued in recent years.

LONDON: JOSEPH WILLIAMS (Limited)

32 Great Portland Street W., or of your local Booksellers or Music Dealers. Descriptive Catalogue sent on application



CRAYOGRAPH

the tested and tried drawing crayon—sales doubling, due solely to merits—has secured first place and is the preferred crayon by those once purchasing.

CRAYOGRAPH OBTAINABLE FROM ALL JOBBERS

Made by

THE AMERICAN CRAYON CO.

SANDUSKY, OHIO; WALTHAM, MASS., U.S.A.

CHAPPELL & CO'S., Limited

50c. FOR PIANO, VIOLIN (OR MANDOLINE) OR CORNET 50c.

POPULAR DANCE ALBUMS

No. 157.
Containing:—

The Merry WidowLancers
Franz Lehar
Our Miss GibbsValse
Ivan Caryll
Soldiers in the ParkMarch
Lionel Monckton
The CecilTwo-Step
Norfolk Megone
And Four Other Numbers.

No. 158.
Containing:—

The Merry WidowValse
Franz Lehar
Sourire D'AmourValse
Frank Lambert
The ArcadiansLancers
Lionel Monckton and Howard Talbot
The EspadaMarch
(On Melodies from The Toreador)
Ivan Caryll
And Five Other Numbers. **WRITE FOR TERMS.**

CHAPPELL & CO., Limited, 347 Yonge St., Toronto

ALBERTYPE POSTCARDS

Are High Class in Quality

The Albertype Co.
250 Adams St., Brooklyn, N.Y.

The Dalton Royal Auction Bridge Pad

Best Made

New Count on Every Sheet 15 cts. Retail

Discount to Dealers Only

WYCIL & CO. - 83 Nassau St., New York

MUSIC

IS A MONEY MAKER AND BUSINESS GETTER FOR THE BOOKSELLER AND STATIONER

An account with us means the largest and most representative stock in Canada to buy from.

Everything in Sheet Music and Music Books

MUSIC PUBLISHERS

ESTIMATES FURNISHED ON APPLICATION

PRICES
THE
LOWEST

MUSGRAVE BROS. & DAVIES

114-115 Stair Bldg.

Music Publishers, Dealers and Importers

TORONTO, ONT.

SERVICE
THE
BEST

MUSIC

Photographic Department

Making it a Success.

PART 4.

By Geoffrey H. M. Le Hain.

We are coming to the winter months, and for a few issues of the "Bookseller and Stationer" I shall deal with suggestions which will tend to keep trade brisk in your Photographic Department. For some reason, there is a general idea that once the summer is past, the right and proper thing to do is to forget one's camera, and with it Photography in general. The result is that in many cases photographic lines are more or less dormant during the winter months. There is absolutely no excuse for such a state of affairs. Of course there are the "serious workers" who use photographic materials the year round. These individuals know just what they want, and get it when they want it. But you rely on the great army of amateurs to keep goods moving, so then now for schemes to keep them interested.

Here are some possibilities which we will figure on:

Photo supplies for winter photography.

Winter pictures.

Flashlights.

Printing summer pictures.

Enlargements of summer pictures.

Coloring of summer pictures.

Arranging albums.

Christmas calendars.

Lantern slides, and projecting machines.

Cameras, etc., for Christmas gifts.

Starting at the top of the list, there is really no reason why the amateur should not use his camera all through the winter months. Consider the speed of the present plates and films. With a little care the results should be excellent during these months; it is not necessary to have blazing sun to get good pictures. Of course there are the regular winter pictures, snow scenes, and ice-coated trees, and so on. This opens up a great field, together with snaps of outings, snow-shoe tramps, skating, iceboating and other winter sports.

Flashlight photography is another branch which tends to keep up the interest of camera doings, and incidentally the sales in your supply department. In connection with this idea it is well for you to know something of the Prosch Flashbag outfit, which overcomes every objection which the word "Flashlight" conjures up. The Prosch Hand Flashbag is a small size suitable for amateurs' work, using cartridges which will cover rooms up to 15 x 25 feet in area. For home portraiture and for flashlights the Prosch Hand Flash-

Here I have given you only three suggestions; no doubt



bag does away with all the objectionable features of smoke, dust settling, whereas the danger of fire is eliminated altogether.



Rough sketch of a bulletin board successfully used by a Montreal store. In making up your bulletin board remember its size should be determined by the number of prints you intend to show, either horizontally or vertically. A good idea would be to make provision for an enlargement as shown. Of course you would display the name of the camera you were featuring.

you will think of others. Again, here is the use of the Bulletin Board which I mentioned in my last article.

There are various other ideas which will help. You might get up a good leaflet dealing with winter photography, but after all you will find the Bulletin Board the least expensive and most effective.

Now we come to the printing idea. With the gaslight papers which are on the market, printing is easy. The "difficult part" of printing is left out. Darkroom work is eliminated, prints can be made in comfort in an ordinary room, so long as the work is done shaded from direct strong light.

You have very strong talking points in connection with this idea; long winter evenings, cold and stormy—then is the time to print pictures. Another strong point: Did you ever realize the thousands of prints which are promised between friends, and in so many cases are never made at all?

I prepared a little circular on this same idea, and here is the gist of it:

"How many people really do think of giving or sending prints to the people they promise prints to? There must be legions of pictures of the people on the farms where thousands of summer vacations are spent. We always promise to send a print, but that's about as far as it goes. (I say 'we,' because I feel I'm guilty, too, but I'm going to reform). Now, do you not think that those people would value a print off those negatives a good deal more than *you* do? And think of the endless pictures on hunting and fishing trips—the guide is always included—so that he can be pointed out: 'That was one of our guides.' How many guides do you think ever get pictures of the trips they make with we city folks? I have met many guides and they generally tell me the same thing—the man with the camera promised to send them prints, but they never turn up. If by any chance I'm hitting anybody who reads this, just think how easy it is to square yourself; have those prints made now and send them along."

Continued on page 80.

THE DOMINION CONVEYANCER

THIRD EDITION, 1913

Advance Price, Half-Calf, \$7.50

After a long period of preparation, the third edition of the Dominion Conveyancer is now nearly ready. The editors have set themselves to the task of preparing a Conveyancer which will be found useful throughout all Canada, and will not lay itself open to the objection of devoting particular attention to the needs of one portion of the Dominion alone.

Its selection of Forms is general and not sectional, and its scope does not in any manner tend to incompleteness in the selection of Forms used. The collection of Forms is, we believe, the largest, most complete, and best selected of any Conveyancer heretofore published in Canada. It contains over 1,000 pages and over 1,200 Forms, giving all that is to be found elsewhere and something more. No standard form it is believed has been overlooked, and immediately following the typical precedents under each title have been added clauses adopted to special or to unusual cases.

General utility has been the guiding principle in the selection of forms, and the convenience of the practitioner has been kept steadily in view.

The trade supplied as soon as published.

The Carswell Company Limited

19 Duncan Street Toronto, Canada

TO THE TRADE: The Britannic Question

BY RICHARD JEBB

Author of the Imperial Conference, Etc.

This book deals with the Imperial Questions of to-day. What Does Imperialism mean? Should the Dominions contribute to Britain's Navy or have Navies of their own? Do the "Food Taxes" matter? Should there be a new Empire Parliament? Or, could we have a Britannic Commonwealth without a Central Government?

With one folding diagram. Crown 8vo, cloth. 262 pages, price 35c. Published by Longmans, Green & Co., London, England.

Canadian trade supplied by

RENOUF PUBLISHING CO.

25 MCGILL COLLEGE AVENUE, MONTREAL



**S. C. P.
de
Luxe**

Perfect Prints From Holiday Negatives by Gaslight

This paper makes the printing of holiday negatives an absolute enjoyment.

No dark room necessary—print and finish up by any artificial light—and the prints you get are perfect.

This is one of the best lines to keep up the interest in your Photographic Department.

Full directions and many useful photo pointers in the Wellington Booklets (complete course of photo instruction.) Send for Booklets to-day.

Wellington & Ward
MONTREAL



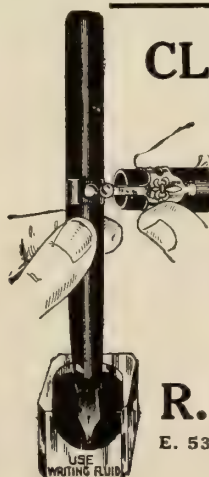
Desirable Space For Rent

WE have about 600 square feet of space to let on the main floor of the new building at 264 King Street West.

This would be an excellent permanent sample room for an American or English house in the book or stationery business or any kindred line, as it is in the heart of the new wholesale book, stationery, fancy goods and printing district.

McLEOD & ALLEN

264 KING STREET WEST TORONTO, ONTARIO



CLIP SELF-FILLER FOUNTAIN PEN

The simplest and most practical self-filler made.

Obtainable with or without safety non-leakable attachment.

A Pen You Need For Your Trade

Get our illustrated price list of Safety, Self-fillers and Imprint Fountain Pens.

R. W. HUNT & CO.

E. 53rd St., near Winthrop, NEW YORK, N. Y.

DEMAND FOR POSTCARDS.

Continued from page 60.

Improvement on this was cards enclosing things. Some cards will open to reveal a folded series of views. Others, released by a spring, change picture and meaning by reason of a celluloid sheet slipping over the surface. Other cards embrace maps; others have hidden trinkets.

The variety is so endless one knows neither where to begin nor yet end. Everywhere, now, one meets the man with the post cards. The county fair has its vendors; the finest art store of the metropolis devotes space to the cards.

Things of beauty, if not joys forever, are some of these latter. One wonders what becomes of them.

Not so long ago, on the coast of Labrador, we dropped in on an Eskimo mission kept by the Moravian brothers.

To our surprise, souvenir post cards of all the world were treasured here. "You see," the good host told us, "visitors come, see, and tell others. Christmas, Easter, other times you receive the cards. You enjoy them—appreciate them; but, by the by, you tire of them. Then, it's only a matter of a cent and a moment—won't you put a new stamp on, scratch out the old address and add your own—just 'Hopedale, Labrador,' and we and the Eskimo will be so thankful to you?"

Rather a pretty custom, is it not, this of sending the old, used cards to the Eskimo of the northland? It's a far, far cry from Chicago to the wilds of Labrador, and yet there's many a card sold on La Salle street that is resting there at this time.

Post card charities seem to be the logical final resting place of the pretty, the odd, the artistic pictures—of all save those showing places themselves. These last people almost always treasure, and scarce a home in which the post card book does not to-day replace the family album of a generation past.

**PHOTOGRAPHIC DEPARTMENT.**

Continued from page 78.

This will give you some ideas to follow up. I just give you the thought; of course you will apply the schemes as it suits your purpose.

You will find that a demonstration of printing will bring good returns. In a corner of your store you could have an operator at work printing pictures. Almost every customer that enters your store will watch the process. All you need for the demonstration is a place where the light is dull, in a shadow. Screen off a little space if necessary—any place will do, so long as you have no strong direct light. Just have one light for the actual printing and have the solution trays shaded.

Next month you will find pointers on the next items on the list which appears above.

From Geo. Routledge & Sons, London, comes an attractive book entitled "First Steps in Photography," by J. C. H. Wallsgrove. As the title suggests, the book "starts at the beginning" indeed. Although it covers the absolute elementary part of photography, it also gives very thorough instruction for advanced workers. It is a very useful reference book for amateurs.

It is cheaper to buy new glass than to clean old negative glasses.

Methods of toning bromides or gaslight prints are applicable to toning lantern slides.

Do not allow a print containing hypo to come in contact with metal or stains will result. Tin dishes should have a protective coating of Brunswick black.



The advertising field is no place for a man afflicted with frigiditis pedalis. An advertising campaign, to bring results, must be conducted confidently and boldly. It may cost money, but it will be worth the outlay.

Catalogues and Lists

The consistent use of catalogues covering the various branches of merchandise carried in book and stationery stores can be made the means of creating many additional sales.

The House of Gage is to be congratulated on the handsome new 1913-14 stationery catalogue recently issued, a copy of which has just reached this office. The work of preparing this book was entrusted to J. C. Campbell and is a first-class guide for stationery dealers.

The catalogue is attractively bound with the firm name embossed in gold. It contains 360 pages, is replete with illustrations covering practically the whole scope of the stationery field. The introduction contains a comprehensive and interesting account of the firm's home—the exterior and interior views of the Toronto warehouse and factories and the various departments where Gage employees ply in producing Gage stationery, likewise the Kinleith Paper Mills at St. Catharines also owned by this firm.

A copy of this catalogue has been mailed to every dealer of stationery in Canada.

That the value of a good trade catalogue as a real help for dealers is fully appreciated by the Coop-Clark Co. is amply indicated by the comprehensive stationery catalogue just put out by that house. Arthur Reed, the manager of the firm's stationery department, Sales Manager Hay and all the other men who assisted in the preparation and production of the book have every reason to feel gratified at the result of their work.

Typographically it is a fine piece of work and the substantial flexible cover adds considerably to the appearance.

But the practical benefit to the trade lies in the thoroughness of the catalogue, the numerous illustrations and information in detail and especially the efficient indexing, making it possible to quickly find any particular article. As this indexing includes practically every heading under which any item can be listed—an obvious help when it is recalled that some articles have different names and that even in the case of a single name, can be listed under different letters—"blue checking pencils," for instance. This item is indexed under each of these three words. The time saved is alone a valuable point.

"That the trade appreciates a good thing when they see it," said Sales-manager Hay, "is indicated by the compliments coming in upon the appearance of our new catalogues."

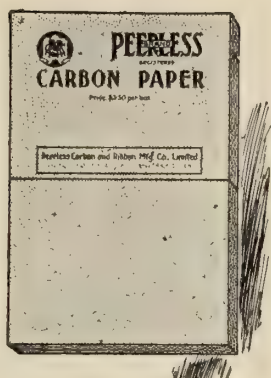
J. H. Fisher, of Paris, in his message wrote: "We are sure it will prove a business-getter." E. R. Harvey wrote in a similar strain. Geo. C. Copeland, of Windsor, considered it one of the best arranged catalogues he had ever seen, while J. Johnson, of Fort William, and the H. W. Laird Company, of Edmonton, sent unqualified messages to the effect that the book was as fine a production of its kind that they had ever seen.

An illustrated catalogue of fountain pens comes from R. W. Hunt & Co., Brooklyn, N. Y. A variety of designs are shown and a pen that receives special attention is their "safety non-leakable clip self-filler," a practical feature of which is a small hole in the barrel to take in the rounded head of the clip attached to the cap, thus forcing down the plunger and filling the pen. A distinct advantage is the absence of any protruding attachment in connection with the plunger.

From John Bradford, 70 Lombard Street, Toronto, comes an announcement folder describing the "Imperial Series" of private Christmas greeting cards, characterized as "the cards of good taste." This announcement is contained in a folder with an artistically designed hand-colored cover, in itself a fair sample of the character of the 169 cards contained in the sample book.

The Berry Machine Company, of St. Louis, has issued an illustrated catalogue setting forth their machinery for use in the printing and book manufacturing industries.

PEERLESS BRAND



GOODS OF HIGHEST GRADE

CARBONS

EVERY SHEET of PEERLESS carbon paper will be found faultless. No defective sheets are allowed to leave our factory.

OUR WHOLE efforts are devoted toward the production of satisfaction giving goods.

PEERLESS CARBON paper will give complete satisfaction as regards both quality and price.

IT IS particularly satisfactory to the dealer because in selling PEERLESS carbon paper, he knows that his competitor cannot possibly sell better goods as the most expensive tissue and colors are used in the manufacture of PEERLESS carbon papers. They are non-smutting, non-drying and give the clearest impressions.

You protect your own interests by giving the acme of value to your customers.

RIBBONS

JUST AS in the case of PEERLESS carbon papers so with PEERLESS ribbons, the highest quality of material is used—Sea Island cotton and the very best grade of pigments. Consequently, the most clear-cut impressions are assured with positively non-filling and non-drying ribbons of the greatest durability.

YOU WILL sell complete satisfaction with every inch of PEERLESS ribbon that leaves your store.

OUR PROPOSITION means maximum profits for you because the quality of PEERLESS products ensures repeat orders. The PEERLESS line gives satisfaction on both sides of the counter.

HUNDREDS OF Canadian stationers have established a large trade in type-writer carbon paper and ribbons by concentrating on the PEERLESS line. Have you?

WRITE FOR SAMPLES AND AGENCY TERMS FOR YOUR TOWN

PEERLESS CARBON AND RIBBON MFG. CO., LIMITED

176 Richmond Street West

TORONTO, CANADA

**Progress
and
Profit
with
"STANDARD"
Products**



The only permanent thing is change. It applies to man, to business, to industry, just as it does to Nature.

Time and conditions are changing faster than we realized.

We must keep ahead of the times. We cannot stand still. Either we are going forward—or we are falling behind.

**Boorum & Pease
Loose Leaf Book Co.
and
"Standard" Loose
Leaf Devices**

are going forward—surely—steadily, and we realize that the keynote to the greatest future for manufacturer and stationer is **co-operation—working together.**

Our successes in the march of progress must benefit our customers, and in turn benefit our customer's customers.

Co-operation combined with efficiency, means better service, better satisfaction to your customers, less waste and loss, and **bigger profits to you.**

This way of doing business—and it's the only way—benefits one and all—manufacturer, dealer and consumer, all our interests are mutual.

And on this foundation will the future of the Boorum & Pease organization be built.

"Standard"

the Boorum & Pease publication is a monthly guide to Progress and Profit. Are you getting it? If not, it will please us to put your name on our mailing list. Tell us to do so at once.

Boorum & Pease Loose Leaf Book Co.

Makers of

"STANDARD" and "S & T" LOOSE LEAF DEVICES

MAIN OFFICE
109-111 Leonard St.
New York

FACTORIES
Brooklyn, N.Y.
St. Louis, Mo.

SALESROOMS:

109-111 Leonard St., New York Republic Bldg., Chicago, Ill. 220 Devonshire St., Boston, Mass. 4000 Laclede Ave., St. Louis, Mo.

Condensed Advertisements

COMMISSION AGENT WANTED

TO PAPER AGENTS, WHOLESALE STATIONERS, etc.—A well known and old established firm of English colored paper manufacturers want to appoint a first-class Canadian firm who will take over a stock of these papers and store them for sale on commission as their sole Canadian agents. Apply, with full particulars, at once, to Thomas & Green, Ltd., Woburn, Bucks, England.

SITUATIONS WANTED

WANTED—BY YOUNG MAN WITH BOTH wholesale and retail experience in office supplies and stationery, a position as salesman and window dresser. Best of references. Apply Box 306, Bookseller and Stationer.

YOUNG MAN, AT PRESENT REPRESENTING Toronto house in Eastern Canada, desires change. Either to represent good territory, or as first inside salesman. First-class references, good record. Apply Box 300, Bookseller and Stationer.

YOUNG MAN WITH TEN YEARS' EXPERIENCE wholesale and retail stationery, office, school supply and printing trades, seeks position in Ontario. Experience in Eastern and Western Canada, both as manager and salesman. Best of references. Arthur Stainsby, 166 Montrose Ave., Toronto.

MISCELLANEOUS

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted in all classes of business. The Copeland-Chatterson Co., Ltd., Toronto and Ottawa. (tr)

TO PUBLISHERS OF SUBSCRIPTION books on the instalment system: Messrs. Virtue & Co., of London, will be glad to hear from a good Canadian firm willing to take up and actively push several new books now in course of publication, suitable for the canvassing and instalment trade in Canada. Please write, and also send catalogue of publications to Virtue & Co., 7 City Garden Row, City Road, London, Eng.

A GOOD SELLING SIDE LINE FOR BOOK sellers and stationers. Sample takes up very little room. Address Wycl, 83 Nassau St., New York.

**Talk Across
the Continent**

2c. a word
pays for a
Condensed
Ad. in this
column.

Condensed Advertisements

MISCELLANEOUS

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Ltd., 129 Bay Street, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Co. of Canada, Ltd., office and factory 29 Alice St., Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

DOUBLE YOUR FLOOR SPACE—AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto.

BOOK ENCLOSURE LOST, CONTAINING 10 economics and 2 trigonometry for McMillans. Was sent to Froudes, but has been mislaid probably in some other enclosure. Any one having record of this please report to A. H. Jarvis, "The Bookstore," Ottawa.

AUTOGRAPH LETTERS OF CELEBRITIES bought and sold. Send for price lists. Walter R. Benjamin, 225 Fifth Ave., New York, Pub., "The Collector," \$1 a year. Established 1887. (3t)

DODD & LIVINGSTON, FOURTH AVE. AND 30th St., N.Y. City. Dealers in rare books, autograph letters, manuscripts. Correspondence invited.

CROWLEY, THE MAGAZINE MAN, INC., 3291 3rd Ave. N. Y. City. Wholesale only. Price book on request.

THE "WANT AD."

The "want ad." has grown from a little used force in business life, into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

When writing advertisers, kindly mention having seen the ad. in this paper.

Quality and Economy are the Siamese Twins of buying. One cannot exist without the other.

The high quality of all "Standard" Blank Books is recognized everywhere.

And those who have proven the pudding by eating it realize that every Standard Blank Book—any kind—any style—represents the most economical value obtainable—at its price.

"Standard" Blank Books

Made by

Boorum & Pease Co.

are strong building stones to a safe and progressive business.

The always safe way for the dealer to increase his business is to sell economical quality. It's the only sure way.

Lasting business and repeating profits come from goods that are reliable.

If he is in business to stay, he knows that re-sales and constant demand are fostered by goods that always make good.

Standard Blank Books make good.

And they are, therefore — the goods that make money.

Our Monthly Publication

is yours for the asking. It is a valuable appendix to all the "Standard" catalogs, and will help you keep up-to-date on new ideas and changes. Sent free on request.

Boorum & Pease Company

Manufacturers of

STANDARD BLANK BOOKS

"The Line of 10,001 Numbers"

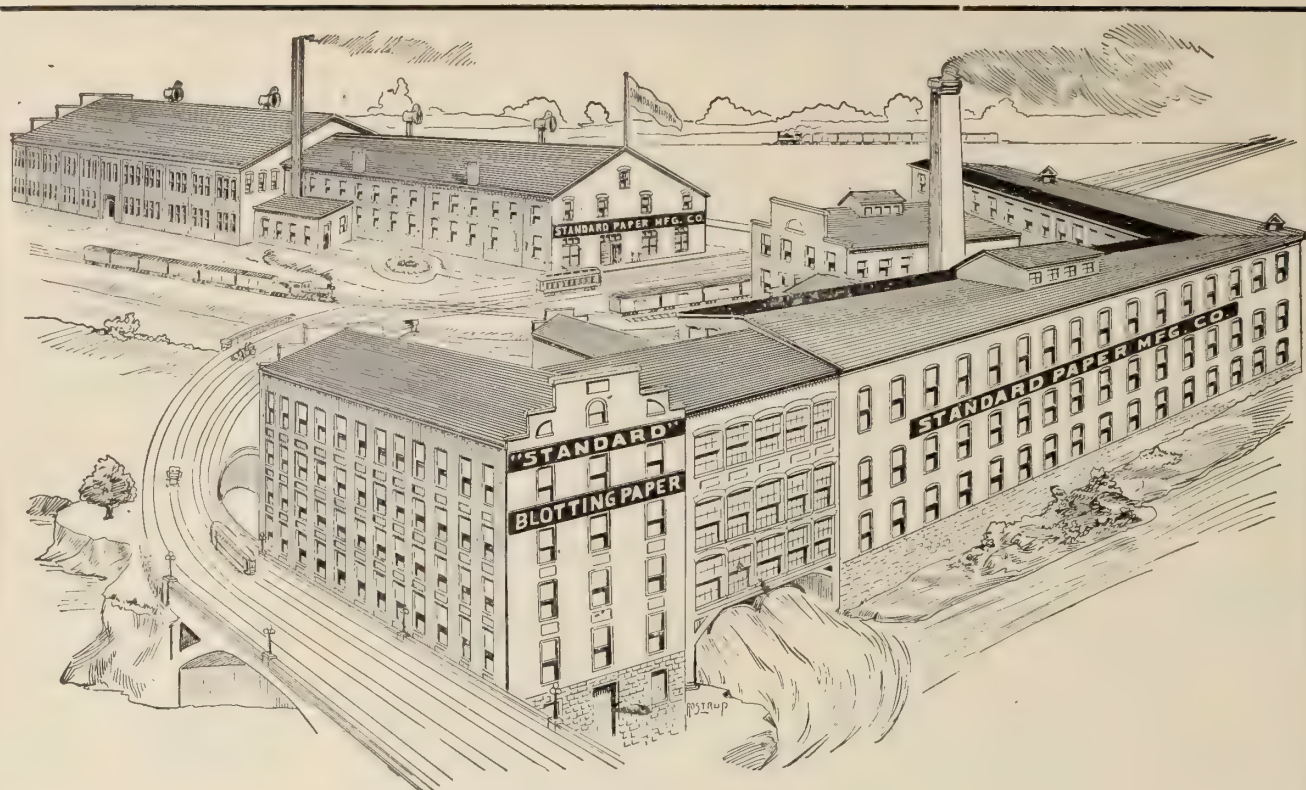
HOME OFFICES
Bridge, Front and York Sts.,
Brooklyn, N. Y.

FACTORIES
Brooklyn, N.Y.
St. Louis, Mo.

SALESROOMS:
109-111 Leonard St., Republic Bldg., 220 Devonshire St., 4000 Laclede Ave.
New York Chicago, Ill. Boston, Mass. St. Louis, Mo.

**Goods
that
Make Good
are the
Goods
that
Make Money**





Plant of the Standard Paper Mfg. Company, Richmond, Va.

There is One Sure Way of Doing the Job Right

That is to Give Your Customer the Best Material Obtainable

FILL HIS ORDERS FOR BLOTTING WITH

“Standard Brands” of Blotting

“Standard” “Imperial” “Sterling” “Super Plate” Plain Blotting
 “Royal Worcester” and “Defender” Enamel Blotting.

MANUFACTURED BY

STANDARD PAPER MFG. COMPANY

“Supreme in Blotting”

RICHMOND, VIRGINIA

Wholesale Agencies in Toronto, Montreal, Winnipeg and Vancouver.

THE N. J. O'NEALLEY CO.

MANUFACTURERS OF

STENCIL BOARDS, OIL BOARDS

HIGH GRADE STOCK

WRITE FOR SAMPLES

SPRINGFIELD

MASSACHUSETTS

THE BADGER LOOSE-LEAF LINE

EASY-PRICED LOOSE-LEAF LEDGERS

COMPLETE OUTFITS to sell at retail from \$2.50 upwards, with liberal discounts to the trade.

High grade goods at popular prices makes **easy selling**.

ASK JOBBERS FOR THE BADGER LINE

If you cannot secure supply, or information, write to our Canadian factory.

These goods sell readily and produce better profits than old style tight-bound blank books.

The public is ripe and very ready for loose-leaf account books.

THE HEINN CO.



FACTORIES: MILWAUKEE, WIS., AND
WALKERVILLE, ONT.

TOY PROFIT

There is good profit in a line of Toys—besides, it attracts the family trade and that is the kind that pays.

Successful toymen keep posted on trade happenings, new articles, new ideas of salesmanship and window dressing, where to buy stock, etc.

"PLAYTHINGS"

each month has all the news of the toy trade. Subscription price ONE DOLLAR AND FIFTY CENTS a year postpaid.

Subscribe now and join those who are keeping up-to-date and in the swim.

A sample copy free if requested.

McCready Publishing Co.

118 East 28th Street

New York

FOR THE FALL TRADE ORDER ROYAL HART LINEN

High grade stationery of pleasing quality and finish.



JOHN DICKINSON & CO., Limited
MONTREAL

CRANE'S CORRECT SOCIAL STATIONERY

For a well appointed wedding, an invitation must be in the correct shade of white and in the approved fashionable shapes.

Crane's Kid Finish THE CORRECT WEDDING PAPER

has a surface designed to bring out the beauty of the finest engraved plate. Its wonderful fineness and beauty of texture, and the rigid high standard of quality maintained for many years, has won the approval of those who know what is best in wedding papers.

Crane's Linen Lawn

While the finest writing paper in the world is made in the Berkshire Hills of Massachusetts, many new ideas in styles originated in Paris, which is still the Capital of Fashion. The quickness and the cleverness with which such ideas are adapted to the taste of the women of this country, stamp the creations which the Eaton, Crane & Pike Company put out as both expensive and novel.

Crane's PAPIER LIGNÉ

This is a new writing paper which shows fine water-marked lines in the texture of the paper, running either perpendicularly or horizontally on the sheet. This produces a paper of great attractiveness and one that takes the pen well. It is very popular with those who wish smart stationery that is in no way bizarre or contrary to good taste. Crane's Papier Ligné may be seen at all good stationers.

EATON, CRANE & PIKE COMPANY
PITTSFIELD, MASS.



NEW YORK OFFICE—Brunswick Building, 225 Fifth Ave.

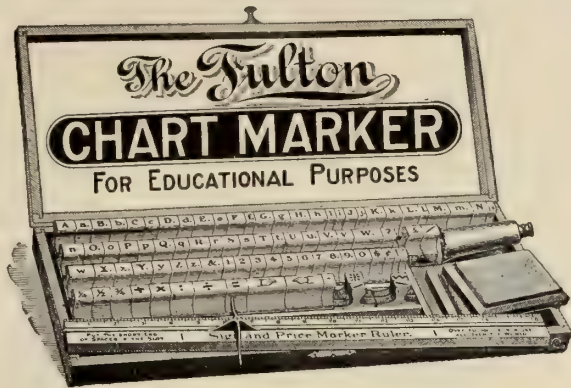
CHICAGO OFFICE—100-108 Michigan Ave.

BOSTON OFFICE—387 Washington Street

DENVER OFFICE—634 16th Street



FULTON BUSINESS NECESSITIES



Every stationer should carry in stock and place on exhibition the FULTON line of business accessories. They have many uses. With the FULTON Sign and Price Markers the business man calls attention to his offerings; the factory posts its rules; the school teacher with the Chart and Sign Marker uses it to educate. In a few minutes any sign, label, show card or other announcement is easily made. Compared with the results obtained it is inexpensive. Let your customers magnify their thoughts with these Outfits.

Deep and sharp cut faces mark the FULTON Business Outfits. A few of the users suggested are the printing of notices, price changes, removals, labels, postal cards, stamping of crates, baskets, addressing of envelopes, etc. In new territories they are especially valuable, as printed matter may be obtained at once by their use instead of waiting from One to Two Weeks for regular printed matter. If properly introduced they are brisk sellers.



The FULTON Daters find a ready market on account of their usefulness, neat appearance, and fineness of manufacture. Affix and Prefix as well as the regular Dater have proven good sellers. As with all other faces of type made by this Company each character is clean cut and gives a good impression. They are made to supply a real business want.



Our Catalog No. 27 shows the large variety of faces manufactured for the Sign Marker Outfits, and Catalog No. 28 gives in detail the other Specialties manufactured by the FULTON RUBBER TYPE COMPANY. These catalogs have been printed to help the Stationer quickly find the article in which he is interested, and we will gladly forward them upon request.



The FULTON Stamp Pads are made in all the standard sizes. We manufacture the regular FULTON Felt Pad, the FULTON Elite Felt Pad with a wooden base, and the FULTON Non-blurring Wood Pad. We, also, make and furnish the inks used in connection with these articles, and will supply the Regular or the Quick Drying Non-blurring Ink. When the Felt pads are ordered in sufficient quantities the dealers name and brand will be printed on the cover.

A Catalog is awaiting your name and address.

Fulton Rubber Type Co., Elizabeth, N.J., U.S.A.

A good thing always rises to its level and assumes its proper position as a STANDARD. That is WHY

“OUR LINE”
Typewriter Ribbons
 AND
Carbon Papers

is recognized as THE most standard on the market to-day.

The element of goodness is conveyed in every impression from our ribbons and with every copy from our carbons.



There is the same element in our policies. We co-operate with the trade in every way and meet every condition.

Our splendid STANDARD Brands are the best aid in building up a trade for this line of goods—

Eureka and M. M. Ribbons
Progress, M.M., Mitvol, Competitor, Eureka,
Silk-Spun, Gallinipper Carbon Papers

WORLD LEADERS IN EVERY SENSE

MITTAG & VOLGER, Inc.

Sole Manufacturers for the Trade

Principal Office and Factory: PARK RIDGE, N.J., U.S.A.

BRANCHES:

261 Broadway
 NEW YORK, N.Y.

205 W. Monroe Street
 CHICAGO, ILL.

7 and 8 Dyers Bldg.
 Holborn, E.C., LONDON

AGENCIES: ALL OVER THE WORLD.



The Parker Fountain Pen

This is the pen that cannot leak, sweat or smear the fingers. The Lucky Curve and Spearhead Ink Retainer prevent it. Supplied at all prices from \$1.50 retail up. Standard, Safety and Self-Filling Styles. Ask for Catalogue.

Writing Inks

Mucilage, Paste and Glue should be ordered before the frost comes. All leading makes stocked at Hamilton.

Tally Cards

An entirely new range of attractive, up-to-date designs, with cord and tassels attached.

Fine Stationery

New and dainty designs in popular priced Paperies for Fall trade.

Playing Cards

New backs in Congress Cards. Full range of Playing Cards at all prices.

Crepe Paper

Colored Tissue

Paper Napkins

Poker Chips

Music Paper



HAMILTON

and

MONTREAL

THE GREAT INTERCHANGEABLE FIXTURE

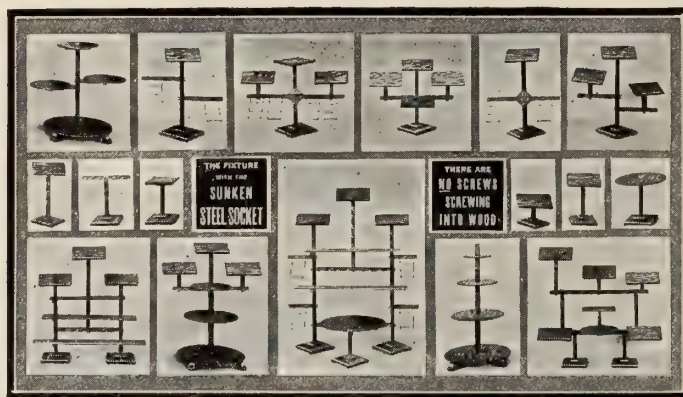
(Patented in United States and Foreign Countries)

The Fixture With "The Sunken Steel Socket"

ONKEN YOUNITS THE INTERCHANGEABLE WOOD WINDOW DISPLAY FIXTURES

There Are **No** Screws Screwing Into Wood

Sent on 30 Day's Trial (See Note Below)



Some Sample Groupings Made with Set No. 105A

Above shows in a very small way a few of the different groups and fixtures that can be made with the assortment of YOUNITS. In each case the fixtures are **ABSOLUTELY RIGID** and will hold all the merchandise placed on them. The fixtures are put together as you want them, either high or low or wide or narrow, in other words, you put together a fixture just as you require it, and this is done very quickly, and remember you do so **WITHOUT THE AID OF A TOOL. NOT EVEN A SCREW DRIVER.**

Set No. 105A Large enough for two windows and \$31.50
inside store use. 152 YOUNITS

Set No. 105¹/₂A Large enough for one window and \$18.50
inside store use. 88 YOUNITS

Send for Catalog.

F.O.B. Hamilton, Ontario

Finish Made of select oak in three stock finishes. Weathered, Golden or Antique Oak, in a soft, mellow, waxed finish.

There are 152 parts or YOUNITS that constitute the set No. 105A ONKEN Interchangeable Wood Window Display Fixture YOUNITS. All YOUNITS are made of thoroughly Kiln dried oak, and all metal parts are of cold rolled steel; all YOUNITS are accurately machined so they will fit right, and are interchangeable. When a number of YOUNITS are set together, they form a fixture that is positively **RIGID** and **STRONG**. With the 152 YOUNITS you can make **HUNDREDS** of standard and odd window display fixtures and easily more than 500 window trims, never making any two trims alike. The 152 YOUNITS are put up in a **HARD-WOOD HINGED-LID STORAGE CHEST.** (Oiled Finish.)

Storage Chest Each set is put up in a hardwood, hinged-lid storage chest (oiled finish). A place to keep the unused YOUNITS.

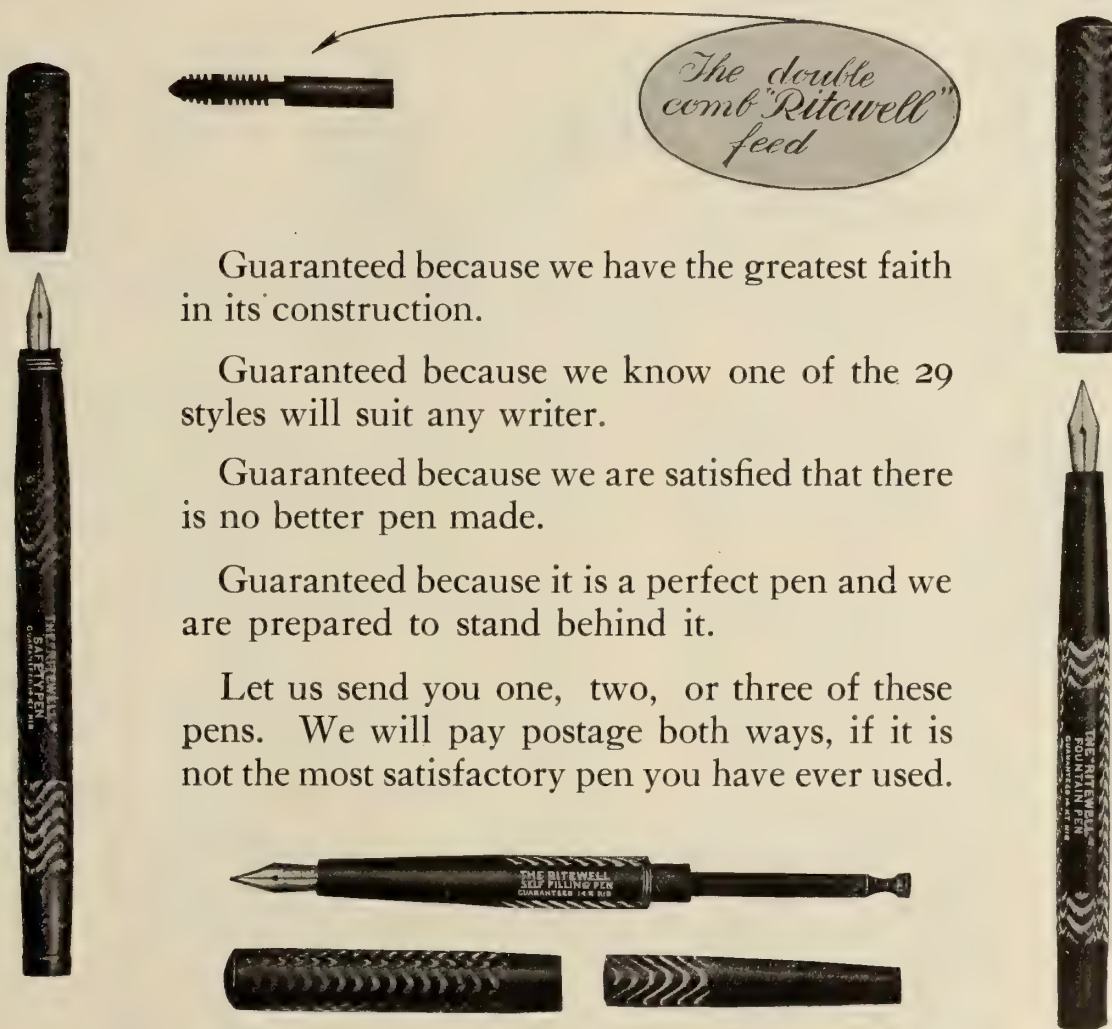
Book of Designs A beautiful book of photographs showing large sized trims made with ONKEN YOUNITS sent **FREE** with each set.

Shipments Made at Once. Every Set Guaranteed Absolutely. Order Through Your Jobber or Direct. Satisfaction guaranteed, or you can return the set within 30 days to Jobber or Hamilton, Ontario, and we will pay the return freight.

THE OSCAR ONKEN CO. 691 4th Ave., CINCINNATI, OHIO.

The Ritewell, FOUNTAIN PEN.

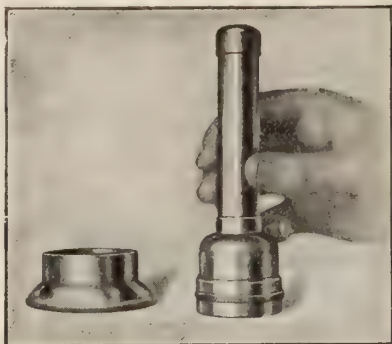
The Guaranteed Pen



WARWICK BROS. & RUTTER, LIMITED

TORONTO

IDEAL MUCILAGE HAND STAMP

SIMPLICITY OF APPLYING MUCILAGE
THE NEW WAY

Attention, Mr. Stationer

Orders are coming in rapidly from Live Stationers for fall supplies of Ideal Mucilage Hand Stamps. Will yours be next?

WRITE FOR TRADE PRICES

SOLE CANADIAN DISTRIBUTORS:

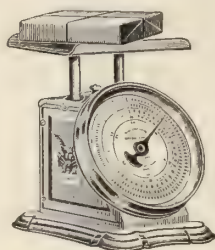
JAMES P. EASTON & COMPANY

212 McGill Street, Montreal, Que.

Don't
Guess!



"Pelouze" Postal Scales are scientifically made. They show exact weight in ounces, also cost in cents on all classes of mail matter.



Mail and Exp....16 lbs.
Commercial.....12 lbs.
U. S.....4 lbs.
Victor.....1½ lbs.

Banks and large business houses use "Pelouze" Scales because of their accuracy, reliability and durability.

Made in several styles.

Ask for a "Pelouze" Scale

For Sale by the Best Dealers

Order through your Jobber

Pelouze Manufacturing Co.
232-242 E. Ohio Street
CHICAGO

National.....4 lbs.
Union.....2½ lbs.
Columbian.....2 lbs.
Star.....1 lb.
Crescent.....1 lb.

HIGGINS'
TAURINE MUCILAGE

THE demand for a clean, tenacious and pure mucilage, secure against the corrosive influences affecting the average product in this line, induced us to put upon the market Higgins' Taurine Mucilage. It avoids the defects of the cheap and nasty dextrine and the dear and dirty gum mucilages. It is stronger, catches quicker and dries more rapidly than any other mucilage, and is perfectly clear, clean, non-corrosive, non-sedimentary and pleasant to sight and scent.

It is put up in both bottles and safety shipping cans, and will be found not only convenient for use, but entirely satisfactory so far as its working qualities are concerned. It will please your trade.

HIGGINS' AMERICAN DRAWING INKS
BLACKS AND COLORS

The Standard Liquid Drawing Inks of the World

CHAS. M. HIGGINS & CO., Manufacturers
NEW YORK CHICAGO LONDON
Main Office and Factory, BROOKLYN, N.Y., U.S.A.

WASHBURN'S PATENT ADJUSTABLE

"OK" PAPER FASTENERS

The only Paper Fastener having the advantage of a sleeve protected piercing point, adapting it to repeated use without injury. Brass and Nickel Steel. 3 sizes, in bright metal boxes, 50 and 100 each. Yearly sale 100 Million.



THE O.K. MFG. CO., Syracuse, N.Y. U.S.A.
MAKERS OF STATIONERS' SPECIALTIES

YOUR STATIONER 10-15-20-25¢

LIBERAL DISCOUNT
TO THE TRADE

"SWAN SAFETY" Fountain Pens

Are a line of fountain pens that a progressive dealer is proud to display. In finish and design they are beautiful and symmetrical. The wide variety of styles and sizes always insures satisfied purchasers. Every customer is certain to find the particular pen he wants.

YOUR CUSTOMERS' good will is essential to your continued success. The "Swan" makes it easy for you to secure this good will so far as pens are concerned. It is a better pen than most users of fountain pens would demand. It has persistently kept in advance of the accepted standard so that your customer will be more half heartedly satisfied. The "Swan" by its mechanical perfection, wins enthusiastic friends for itself and the dealer. That is the "Swan" ideal. On these grounds it deserves your support.

For your benefit an advertising campaign is now being carried on all over Canada. Don't lose your share of the resulting sales. Write for full particulars immediately.

Mabie, Todd & Co.

124 York Street, - TORONTO
NEW YORK CHICAGO LONDON PARIS



Stafford's Inks

Mucilages and Paste
are Made in Canada

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks

An attractive line
for School Opening
will be

Our New Empire Series

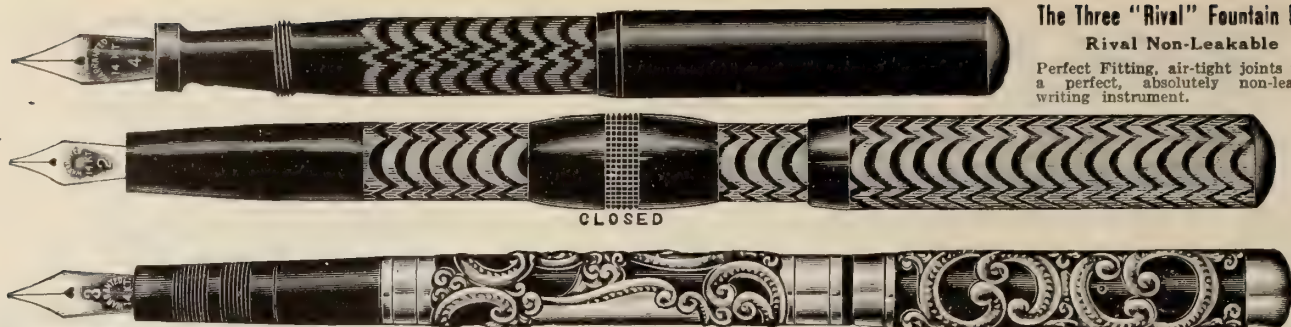
of Scribbling and Exercise Books comprising eight designs of BIRD LIFE attractively printed in colors.

We also carry a complete line of School Books, Slates, Pencils, Pens, School Bags, etc.

Mail orders receive special care and despatch.

SMITH, DAVIDSON & WRIGHT, LTD.

Wholesale Stationers and Paper Dealers
VANCOUVER, B. C.



The Three "Rival" Fountain Pens

Rival Non-Leakable

Perfect Fitting, air-tight joints form a perfect, absolutely non-leaking writing instrument.

NEW RIVAL SELF-FILLER Pen is filled by simply turning the collar in center of barrel to opening. Press hard rubber bar, release and pen is filled. No metal parts to corrode or to rot rubber sack. Has all the good reliable features to be found in any of our pens, plus the special advantage just mentioned. Made in three sizes: No. 22, No. 23, No. 24. Plain Chased and Gold Mounted.

RIVAL No. 3 with Gold or Sterling Silver Filigree Mounting for Holiday and Fine Trade.

Catalog illustrating our full line and giving Prices and Discounts will be sent to Dealers on Request. WE GUARANTEE EVERY PEN.

ESTABLISHED 1884.

D. W. BEAUMEL & CO., Inc.

Office and Factory, 35 Ann St., NEW YORK

"Sports" Playing Cards

The Best
Value
in the
Market

One
of
Many
Varieties



LACROSSE DESIGN

Leaders in
a second
grade

Good
Luck
and
St.
Lawrence

Special card for whist players, Colonial Whist

We are headquarters for Playing Cards—Made
in Canada—Style and finish equal
to Imported Cards.

Advertising Cards of all sorts, Novel designs
Sorted Litho. and Book Papers

FOR SAMPLES AND PRICES APPLY

CONSOLIDATED LITHOGRAPHING AND MANUFACTURING CO., LIMITED

Successors to The Union Card and Paper Company, Montreal

Spencerian Steel Pens

Pen Works, Birmingham, England

The standard brand for uniform excellence
in quality of steel and workmanship.

Imported by the leading jobbers of stationery in Canada.

Samples to the trade on application to

THE SPENCERIAN PEN CO.
NEW YORK CITY, U. S.

IMPORTERS AND MANUFACTURERS

Salesman calling upon the Stationery
and Fancy Goods Trade in Western
Ontario is open to handle one or two
more lines. Commission basis, Box 308.

NEW RESERVOIR MOISTENER

No. 9 PARAGON MOISTENER



A Moistener that requires filling but once
in six weeks. It is
sanitary, the parts
consisting of glass
reservoir and bulb
and black rubber-
oid roller. Has no
felt or sponge to
gum up and harden
overnight. It is
always ready for
use. Sole manfrs.

FRANK A. WEEKS MFG. CO., 93 JOHN STREET
NEW YORK

Sold by all leading Canadian Jobbers.

Auld's Premium Mucilage

MADE IN CANADA

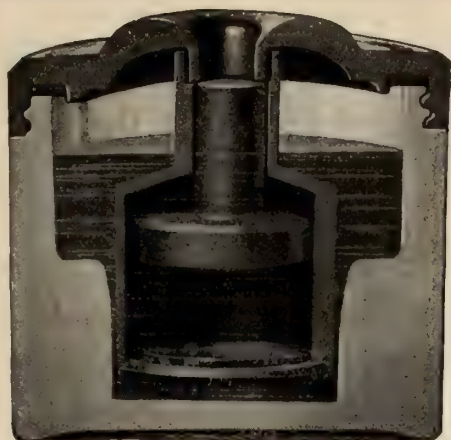
Quality the best. Prices right. Keep
it in stock if you want a satisfactory
line at a good profit.

Lithograms and Lithogram Composition.

Samples and quotations on request.

AULD'S MUCILAGE COMPANY

Wm. Angus, Manager 23 Bleury Street, Montreal



Sectional View No. 1

LIVE CANADIAN DEALERS

will find it to their advantage to write us at once for **Trade Discounts and Terms**. Illustrated circulars fully describing our whole line and especially prepared for the Canadian market will be furnished gratis.

WRITE US TO-DAY.

Display Cards and Imprinted Circulars FREE.

SENGBUSCH SELF-CLOSING INKSTAND COMPANY

200 STROH BUILDING

MILWAUKEE, WIS.

The SENGBUSCH SELF-CLOSING INKSTAND

Has stood many critical and severe tests and has been adopted by thousands of large Corporations, Banks and Business houses in general.

Over 10,000 in use by the UNITED STATES GOVERNMENT.



No. 1

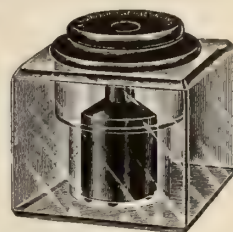
The only inkstand in the world that **CLOSES ABSOLUTELY AIR-TIGHT AFTER EVERY DIP** — NO EVAPORATION — DUST-PROOF.

FRESH INK AT ALL TIMES, whether ink is in well two months or two years.

SELF-ADJUSTING—UNIFORM DIP—your pen is supplied with just enough ink—no OVERLOADED PENS, causing ink spots and untidiness.

SAVES

75% on **YOUR** ink
50% on **YOUR** pens



No. 2



SHOWING ONE LINE OF
THE BEST AND MOST PERFECT MARBLES

Twenty million sold annually in the United States and Canada. **Do you sell your share?** A window display of

CHRISTENSEN TOY MARBLES

will quickly sell them. They are an irresistible attraction for the children. A highly profitable line.

Write for illustrated catalogue and price list—a post card will bring it.

M. F. CHRISTENSEN & SON CO.
453-9 E. Exchange St. AKRON, OHIO

The Drysdale Company, Inc.

CHICAGO and NEW YORK

Valentines—a choice selection of exclusive ideas and designs, in photogravure and hand colored.

Post Cards—25 subjects, artistic, sentimental, and refined comic.

Mounts at 10 and 25 cents.

Folders, in red envelopes, to retail at 10 and 25 cents.

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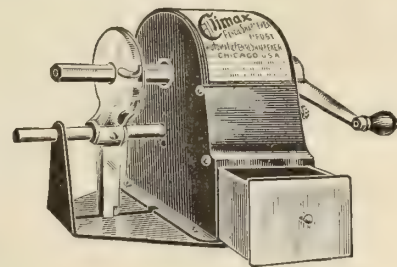
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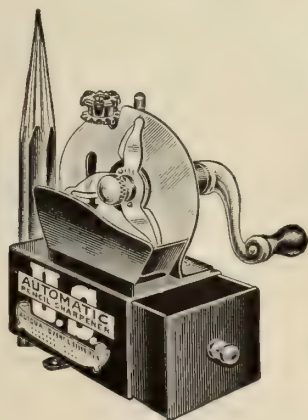
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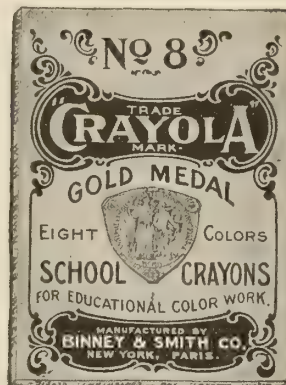
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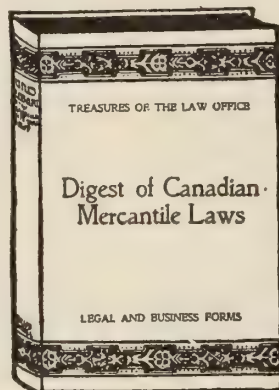
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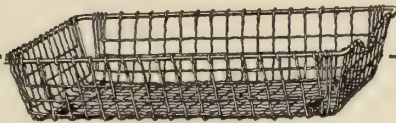


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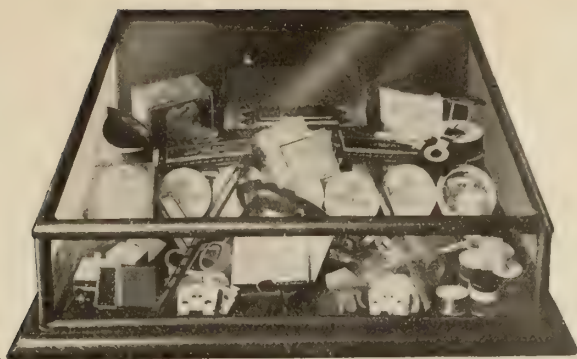
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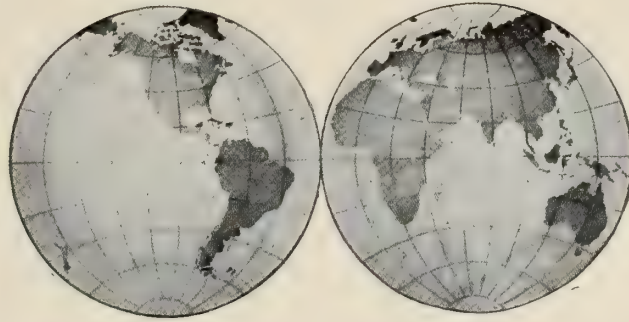
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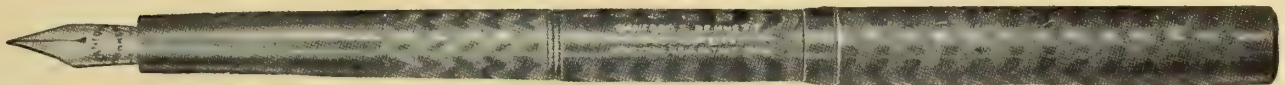
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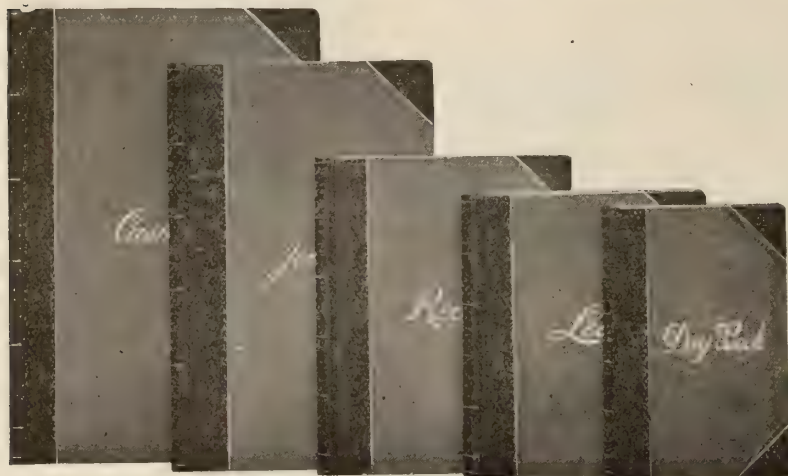
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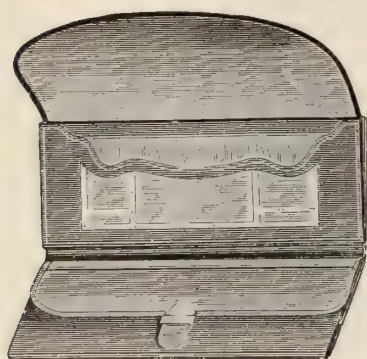
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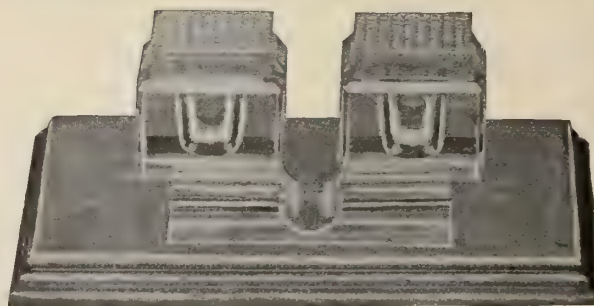


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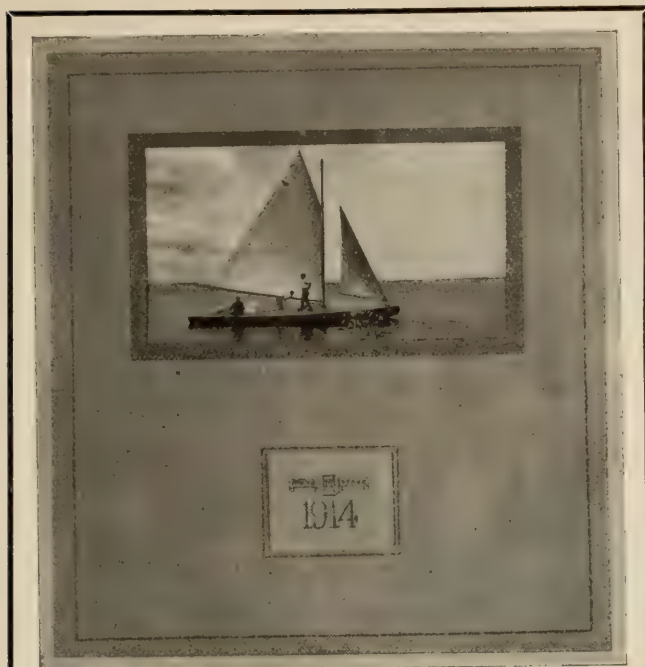
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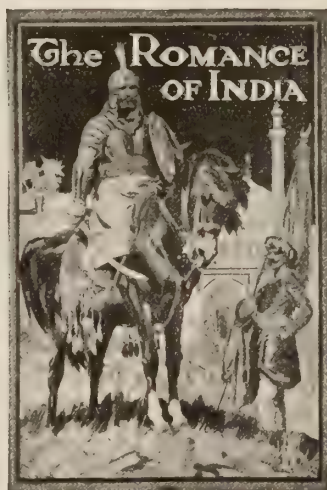
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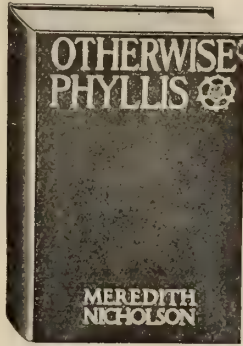
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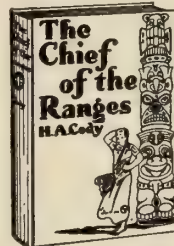
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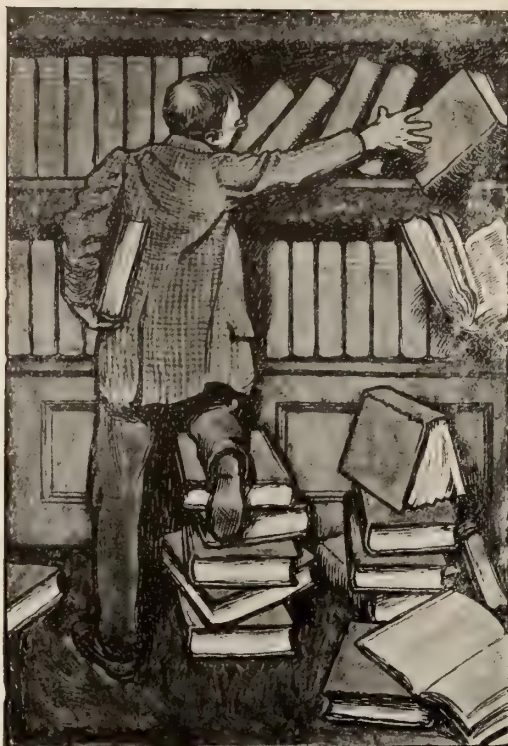


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Our New **DOME TOPS** are embossed in gold and contain 24 sheets of paper and as many envelopes. You cannot possibly get stuck on these. They will retail at 25c and 35c each. Our prices are \$2.00 doz. or \$21.60 per gross. 12 different Tops.

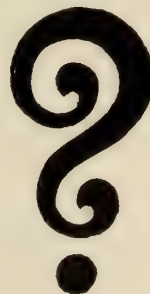
A very dainty woven and wicker handkerchief box is our No. 1385. The paper is of our popular Scotch plaid and cannot fail to appeal to even the most fastidious. A dozen for \$7.20.

PARIAN LAWN is a stylish oblong box finished in gold, makes an ideal gift. It contains 36 envelopes, 36 sheets in cream color and will sell easily at 50c. Order a trial dozen at \$3.00.

Feature the **HIGH SEAS** line for Gentlemen. This is made up in the new Imperial Square in spiral laid cream and is a distinctly ideal correspondence paper, retailing for 50c a box. Trade \$3.60 per dozen.

COPP'S CHARTA EGYPTA is deckle edged and cream shaded. The deckle edging and the fine quality of the stock makes it a veritable "ne plus ultra" for the discriminating man. Retail price is 60c. To the trade, per dozen, \$4.00.

Will your
present
supply of
Papeteries
pull you
through
the
holiday
season



TOILE D'IRLANDAIS is the name of a very modish paper that will appeal to the fashionable. It is made in cream laid linen in the popular square, boxed and attractively tied with ribbons. Toile D'Irlandais will retail at 75c a box. To the trade, per dozen, \$6.00.

OLD ARCHERY in linen cambric and club size will make a most acceptable gift. A box contains 36 sheets of note paper and envelopes, and is wound with a bright red ribbon. Retail at 85c. Trade price, per doz., \$6.00.

No. 1110—The word "**STATIONERY**" is embossed on a handsome jewelled imitation leather tray box containing 24 sheets of CONNAUGHT LAWN, and an equal number of envelopes. Retail at \$1.00. Regular trade prices \$7.20; to clear at \$6.00 per dozen.

Positively one of the best 25c lines on the market is our "**ASPHODEL**." A box of this paper in either cream, bordered in green, sea blue bordered in white and heliotrope bordered in gold, contains 18 sheets and 18 stylishly cut envelopes, banded with silk cord. Per dozen, \$1.75.

See our new catalogue for other lines.

THE COPP, CLARK COMPANY, LIMITED

517 WELLINGTON STREET WEST, TORONTO

Originators of Crucible Steel Pens

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Famous Paintings

This series is noteworthy, if only for the inclusion of Da Vinci's "Monna Lisa" and Rembrandt's great picture of the "Syndics of the Cloth Merchants' Guild." Among other world-famed artists who are represented are: Reynolds, Murillo, Rossetti, Rubens, Gainsborough, Meissonier, Millais, Corot, and Josef Israels. With text and 50 pictures superbly reproduced by the three-colour process on canvas-surface paper in each volume. Vols. I. and II. Cloth gilt.

Each Volume,
Net, \$5.00

"QUESTIONS" OF SEX SERIES

Written by eminent professional men and women whose duties have brought them into almost daily contact with the problems with which they deal, the "Questions of Sex" books are clean, healthy, scientific, and direct answers to the questions that must be answered.

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Before I Wed, or Young Men and Marriage

Sir THOMAS CLOUSTON, M.D., LL.D.

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By John MacWhirter, R.A. A collection of colour and pencil notes made in Italy and Scotland by this most popular of landscape painters. It forms a companion volume to "The MacWhirter Sketch Book." The sketches indicate the inspirational source of a good many of his most successful pictures, and form an evolutionary record of the highest value to both student and connoisseur. Mrs. MacWhirter contributes an Introduction which contains much of interest concerning the late Royal Academician. With 24 colour plates and 24 sketches in half-tone on grey paper. Crown 4to, 64 pages. Cloth.

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\$1.75

"Chums" Annual Volume has become the standard Christmas gift book in English-speaking homes throughout the world. Besides the usual multitude of short stories, it contains ten long tales, each equal in length to the ordinary boy's Christmas book. These stories are by such famous people as Claude Graham-White, who has written an amazing flying story; Captain F. H. Shaw, Andrew Soutar, D. H. Parry, &c. With nearly 1,000 pages. Profusely illustrated throughout. Cloth gilt.

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Railway Wonders of the World

By F. A. TALBOT. "Colossal" is an adjective which frequently appeared in the Press notices ushering in our most successful serial of this season, of which this is the first part of the bound volumes. Mr. Talbot tells the enthralling story of the wonderful development of the railway since its advent some hundred years ago. The plotting and building of the great railways makes a story of exciting adventure and of prodigious difficulties overcome, and the work is profusely illustrated with hundreds of unique and marvelous photographs of a realistic nature. Vol. I. With 12 colour plates and hundreds of unique photographs. Cloth gilt.

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By Alan Burgoyne, M.P. A plain, straightforward statement on Naval matters that should appeal to all who contribute their quota to the nearly £50,000,000 spent annually on the British Navy. What is our Naval position compared with that of Germany—with every possible combination of European Powers? How soon can we build a Dreadnought—or its successor type—and what does it cost? And how do the time and expenditure compare with those of other nations? What is a Dreadnought? Or a super-Dreadnought? These and many other questions which bother the non-Naval man, who is dependent upon the newspapers for his information—and scares—regarding the Navy, are definitely and authoritatively answered in this book. With 8 pages of illustrations. Large crown 8vo.

The Revolt of Democracy

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By Dr. Alfred Russel Wallace. Dealing with the question of wages, Dr. Russel Wallace says: "It is certain that we have now reached a point in our political history which will necessitate much more direct and radical measures than have yet been taken to secure the immediate abolition of that disgrace of our civilization—starvation, and the suicide from dread of starvation." This is the key-note of his book, "The Revolt of Democracy," the successor to "Social Environment," which evoked such widespread discussion a few months ago. The new book is a tocsin call to the forces of Labor to unite "in the demand for this one primary object," which, once achieved, will form the stepping-stone to a reform that shall find the solutions to poverty, unemployment, preventable disease, and the whole host of evils under which democracy is crushed. "The Revolt of Democracy" is white-hot with the zeal of the social reformer who, not content with uprooting long-standing evils, suggest ways and means to erect a new temple of loveliness, of prosperity, and of health. With a portrait. Large crown 8vo, 88 pages. Cloth gilt.

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By GORDON D. KNOX. Every boy wants to know how the Panama Canal was cut, how the Forth Bridge was built, how the great Nile Dam was constructed, how water was brought to the desert gold-fields of Australia, how the great roads and railways have been made, how virgin soil is broken up—in short, how all the great engineering wonders of the world have been accomplished. "All About Engineering" has been planned to meet that demand, and has been written by an author who knows his subject thoroughly, and has also a wide experience in presenting scientific and technical subjects in a popular and readable form. With 2 colour plates and a large number of illustrations from photographs. 384 pages. Cloth gilt, coloured edges.

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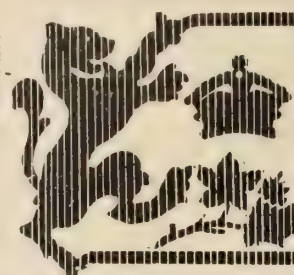
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Declaration of Principles

By the Business Press of America

THE Federation of Trade Press Associations in the United States in Eighth Annual Convention assembled at the Hotel Astor, New York, September the 19th, 1913, made the following Declaration of Principles:

1. We believe the basic principle on which every trade paper should build is SERVICE—service to readers and service to advertisers, in a way to promote the welfare of the general public.
2. We believe in TRUTH as applied to the editorial, news and advertising columns.
3. We believe in the utmost frankness regarding circulation.
4. We believe the highest efficiency of the Business Press of America can be secured through CIRCULATIONS OF QUALITY rather than of Quantity—that character, and not mere numbers, should be the criterion by which the value of a publication should be judged.
5. We believe in CO-OPERATION with all those movements in the advertising, printing, publishing and merchandising fields which make for business and social betterment.
6. We believe that the best interests of manufacturers, the Business Press and consumers can be advanced through a greater interchange of facts regarding merchandise and merchandising and to this end invite co-operation by manufacturers and consumers.
7. We believe that the logical medium to carry the message of the manufacturer directly to the distributor and the user is the Business Press.
8. We believe that while many advertising campaigns may profitably employ newspapers, magazines, outdoor display, etc., no well rounded campaign seeking to interest the consumer or user is complete without the Business Press.
9. We believe in co-operating with all interests which are engaged in creative advertising work.
10. We believe that business papers can best serve their trades, industries or professions by being leaders of thought; by keeping their editorial columns independent of the counting room, unbiased and unafraid; by keeping their news columns free from paid reading notices and puffery of all kinds; by refusing to print any advertisement which is mis-leading or which does not measure up to the highest standards of business integrity.

* * * * *

These principles, lofty though they may seem, have constituted our platform for years. We preach them and try to practice them.

And you will find, as many successful merchants have found, that consistent and persistent advertising in a journal that is run according to the above principles cannot be anything but an unqualified success.

Rate Card and Full Information Gladly Furnished on Request.

BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL
143 University Avenue, TORONTO

A Confidential Chat.

¶ The big harvest time is approaching. In fact, it has begun in many of those stores where the advisability of starting early in the sale of holiday goods is duly appreciated.

¶ In this trade, the various items making up the line of Valentine & Sons United Publishing Company, loom most conspicuously.

¶ You can materially increase your output and your profit by beginning right now to feature the holiday items of the Valentine Company's line.

¶ We offer these suggestions to help you. Naturally, if you sell more goods you will want more and that's where the benefit to us will come in.

¶ We are concerned about our productions after you have bought them—our interest does not end with getting them into your stock. We want to co-operate with you thoroughly and to that end are ever willing to help you with suggestions based upon the successes others have achieved in building up trade with our goods.

¶ Valentine's post cards, greeting cards, and the various items making up the different series of Christmas and New Year booklets, including the hand-colored and celluloid novelties as well as the toy book lines and the Scottish, Irish and Welsh song books are eminently suitable for interior and window displays.

¶ Sell these goods in November—push them hard because of the *exceptional profits* they yield. The more you sell now the better will your chances be for a big increase in the season's turnover.

¶ We leave it to your own good judgment as to whether such action will not be good business sense.

* * * * *

¶ So much for this year's business—now what about the Spring? Look ahead to St. Valentine's Day, St. Patrick's Day, and Easter. Our publications will be more extensive than ever, affording you lines of sure appeal, ensuring quick sales and a big margin of profit.

¶ And Don't Neglect the BREAD AND BUTTER LINES—the local views and general lines of postcards that *sell every day*. Our position in this Field is Supreme.

THE VALENTINE & SONS UNITED PUBLISHING CO., LTD.

MONTREAL

TORONTO

WINNIPEG

VANCOUVER

Mainly About Ourselves

ON CO-OPERATION.

In order to produce a paper that will be of the highest efficiency as a help to the trade generally we are dependent upon the co-operation of the men forming the rank and file of the trade.

Bookseller and Stationer is covering an immense field—the book, stationery and allied trades of the busiest land under the sun. The assistance of merchants in every province is earnestly sought, so that we regularly produce bright and informative issues that will be nation-wide in their appeal and reflect thoroughly the trade conditions throughout the Dominion.

You can co-operate, by contributing ideas and suggestions, to the editorial pages. Even if you do not feel like writing a regular article, you no doubt have some ideas as to how certain features of the retail trade could be taken up so as to make the paper more valuable.

How It Will Help You.

One of the Normal schools has as its motto two Latin words, meaning "We Learn by Teaching."

You can readily apply this to the suggestion we have made above. Just as a school teacher constantly acquires knowledge in teaching, so, in really hunting for ideas to pass to the editors, you will learn more about your business. In showing others how they can increase their sales, or cut down their expenses, new ideas will occur to you for still further improving your own systems. You will gain a new insight into your own affairs, which will help you to solve the every-day business problems that confront you.

How It Will Help Us.

Such co-operation will give us one more viewpoint.

Needless to say, if we were not in constant touch with dealers all over the Dominion, Bookseller and Stationer could not be the educating, broadening force that it has undoubtedly been for nearly thirty years.

But think what would happen if every reader would resolve to submit even one suggestion each year. This would largely increase the amount of good material available for publication, and would help us to make Bookseller and Stationer an even greater power in the Canadian trade.

As nearly every bookseller dealer in Canada is a subscriber to Bookseller and Stationer, it is easy to see how the trade as a whole will benefit the more closely we approach this ideal.

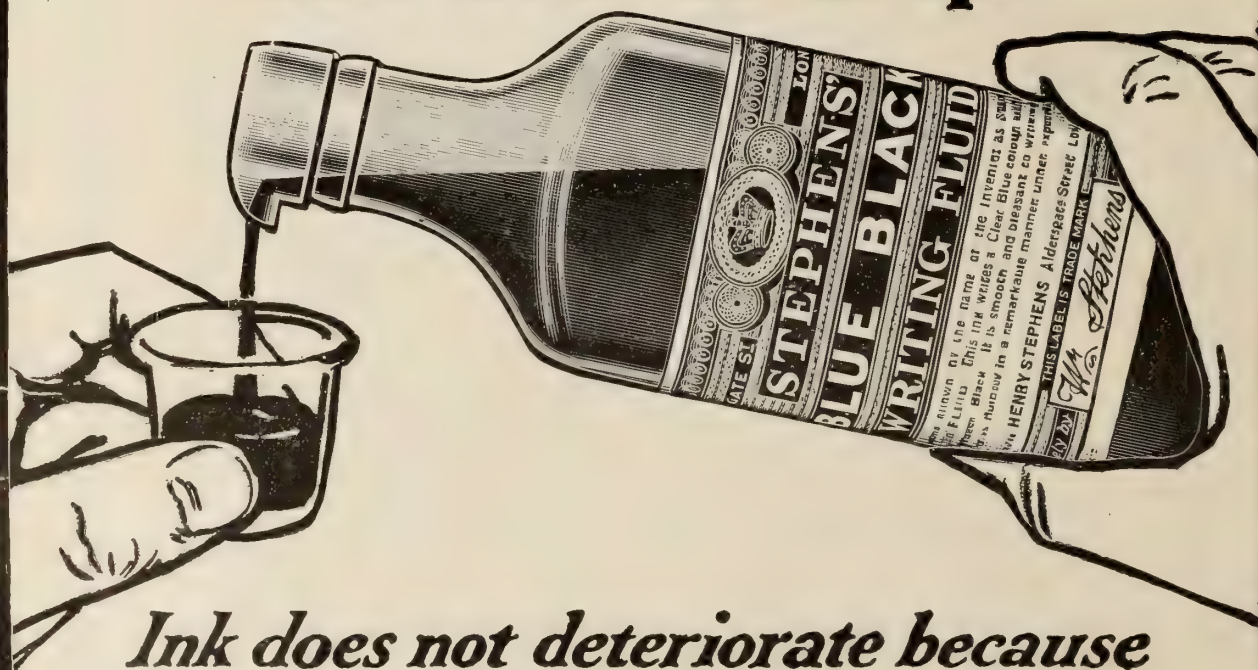
* * *

AN APPRECIATION.

Among the many compliments we have received upon the appearance and contents of the Annual Fall Number was the following from A. J. McCrae, Canadian representative of several prominent United States manufacturers:—"Permit writer to say that your October number does you credit. Furthermore, the article by Mr. Winch on 'Loose-leaf Idea' is excellent and strikes one as being rather better than the average write-up, and 'thoughtful' dealers will get useful suggestions. Unfortunately, there are so few 'thoughtful' or far-seeing merchants, so many being satisfied to plod along in beaten or worn-out paths. However, more such articles will doubtless bear fruit, and fruit-bearing will make your paper all the more appreciated and valued by its readers."

Stephens'

**NEW GLASS BOTTLE
has a well-made lip
— pours perfectly
and averts drip.**



*Ink does not deteriorate because
lip permits perfect corking.*

Any of the following wholesale stationers will be glad to supply you

McFarlane, Son & Hodgson, Limited, Montreal
Brown Bros., Limited, - - - - Toronto
Buntin, Gillies & Co., Limited, - Hamilton
Clark Bros. & Co., Limited, - - Winnipeg

Smith, Davidson & Wright, Limited, Vancouver
J. & A. McMillan, - - - - St. John, N.B.
Barnes & Co., Limited, - - - St. John, N.B.
A. & W. McKinlay, Limited, - - Halifax, N.S.

H. C. Stephens, Aldersgate Street, London, England

W. G. M. SHEPHERD, Sole Canadian Agent
CORISTINE BUILDING - MONTREAL

An Educational Convention

U.S. Stationers Meet.

There were several circumstances which combined to make the ninth annual convention of the National Association of Stationers and Manufacturers, the most beneficial to delegates and visitors which the association has held. Foremost among these was the practical educational feature provided by the fact that the meeting took place in the very heart of the paper manufacturing industry. Inspection trips through paper mills and factories whose operations are essentially dependent upon that industry, took up the major part of the time and attention of delegates and visitors and the valuable information thus gleaned will bear fruit in helping the merchants to do business more intelligently because the witnessing of the processes of manufacture together with the painstaking efforts of the officers and assistants in the various mills and factories in imparting information to make the tours of the works to the highest degree beneficial, meant much to the stationers in increasing their practical knowledge concerning essential points of their own trade. Although the regular sessions were more circumscribed than usual, a great deal of important business was put through and as usual excellent entertainment features including an exceptionally successful banquet, added greatly to the enjoyment of all who participated. The weather was ideal and this was especially fortunate because of the fact that so much of the time had to be spent out of doors in getting about to the different plants.

There was a representative attendance from all parts of the United States and a goodly company of Canadians tended to give the gathering an international aspect, this being recognized on the occasion of the banquet by the display of two large Union Jacks along with the American flags, a courtesy which was keenly appreciated by the Canadians.

President Patterson, in his message reviewed the year's work, dwelling in detail on the various features marking the work accomplished. Referring to the committee on Foreign Relations he described it as having been useful as well as ornamental. He said: "This year I appointed Mr. Charles F. Dawson, of Montreal, Canada, as Chairman, and the wisdom of his appointment will be seen when we reflect that he has brought to this convention the largest representation of Foreign Delegates we have ever had. I hope that special efforts will be made through our Foreign Relations Committee, to extend our membership outside of the United States, particularly in the great Dominion of Canada, whose sons are so welcome here to-day."

Secretary Byer's report included the following references which significantly indicate the value of such an association to the merchants:—

"Dealers have been encouraged to study their costs, and have been admonished as to the necessity for making a reasonable profit if they wish to be valuable members of the community; and manufacturers have been invited to educate themselves in the requirements of sane marketing of their products, but no contracts have been made, secret or otherwise, and no blacklists or similar instruments have been employed.

The spirit of the Association is developing rapidly along lines of real enlightenment. The efforts to adjust problems are meeting with encouragement which would have been deemed utterly unthinkable in years gone by.

The Association will soon be called upon to meet the

issue of special prices made to favored houses. Arguments in justification of that practice based upon the usage of years, so-called extenuating circumstances, and sentimental considerations, cannot hope to perpetually prevail.

It is the concern of such organizations as this, to see to it that in the world of commerce there shall be no such thing as preferential prices and secret rebates. It is going to be the particular concern of the National Association of Stationers and Manufacturers to eliminate those unfair and unbusinesslike methods from the industry which it was formed to serve. The day is not far distant when all who are in this body will realize that prices must be based upon purchasing power, if all are to have that equal opportunity to prosper, to which reference has been made, and you are respectfully invited to give the subject your earnest thought here and now.

New officers were elected as follows:—

George M. Courts, of Galveston, Tex., president; Richard B. Carter, of Boston, first vice-president; Charles A. Lent, of New York, second vice-president; Ralph S. Bauer, of Lynn, Mass., third vice-president; Mortimer W. Byers, of New York, secretary; Charles N. Bellman, of Toledo, O., treasurer; Albert H. Childs, Chicago, auditor. The directors are—from the Manufacturers: E. E. Huber, L. D. Bement, F. H. McChesney, W. O. Day, Henry C. Geiser, W. H. Weissbrod, John L. McMillan, William Rodiger, Gustav Meyer, Jr., S. E. Hilles; from the Stationers: H. W. Rogers, F. I. Ellick, A. Pomerantz, W. J. Loumans, Chas. H. Langbein, H. J. Stratford, E. D. L. Sperry, J. J. Wood, Theo. A. Steinmuller and J. O. Pearson.

Philadelphia was selected as the place of the 1914 convention.



HINTS FOR ADVERTISING WRITERS.

A skilled layer of mosaics works with small fragments of stone—they fit into more places than the larger chunks.

The skilled advertiser works with small words—they fit into more minds than big phrases.

The simpler the language, says Herbert Kaufman, in Associated Advertising, the greater the certainty that it will be understood by the least intelligent reader.

The buying public is only interested in facts. People read advertisements to find out what you have to sell.

The advertiser who can fire the most facts in the shortest time gets the most returns. Blank cartridges make noise, but they do not hit—blank talk, however clever, is only wasted space.

Then cut out clever phrases if they are inserted to the sacrifice of clear explanations—write copy as you talk. Only, be more brief.

Sketch in your ad. to the stenographer. Then you will be so busy "saying it" that you will not have time to bother about the gewgaws of writing. Afterward take the typewritten manuscript and cut out every word and every line that can be erased without omitting an important detail. What remains in the end is all that really counted in the beginning.

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H. T. HUNTER - - - General Manager
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Bookseller and Stationer

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Vancouver, B.C. - - H. Hodgson, 18 Hartney Chambers
London, Eng. E. J. Dodd, 88 Fleet St. E.C. Phone Central 12960
New York R. B. Huestis, 115 Broadway, N.Y. Phone Rector 2009
Boston - - Room 643, Old South Building, Phone Main 1024
Chicago A. H. Byrne, Suite 407 Marquette Bldg., 140 Dearborn St.

SUBSCRIPTION

Canada, \$1; United States, \$1.50; Great Britain and Colonies, 4s. 6d.; elsewhere 6s.

PUBLISHED MONTHLY.

MORE ABOUT PARCELS POST.

Simultaneously in the different parts of Canada, parcels post will be put into operation on January 1st and having in mind the swamp of business that disorganized the post office system in the U. S. when parcels post was inaugurated there, Postmaster General Pelletier, has promised that there will be ample help and preparation to adequately handle all parcels promptly right from the inception of the new system.

In the U. S. books are not included among the items of merchandise covered by the parcels post regulations although there is at present an agitation to have them included. Replying to Bookseller & Stationer's communication as to whether books would be included in the scheme in Canada, a letter came from the Post Office Department under date of October 9th, to the effect that the details of the Bill had not been fully completed, in consequence of which no pronouncement could be made on the subject. Merchants generally are waiting with interest to hear particulars on the score of the rates to be fixed as this is the all-important question from their standpoint because on the rates fixed for the local and national zones, depends the success of the system. If there is a sufficient margin between the rates for the national zones and those imposed in the local zones to provide the local dealer with protection against the aggressions of the mail order houses, then the system will prove a success. Otherwise, it will ultimately prove a flat failure, for no measure which works an unfairness against the retailers can prove otherwise than detrimental to the country at large.

Merchants are confidently depending on the assurance given some months ago by the Postmaster General that the interests of the retailers would be amply protected.

IMPORTANCE OF CATALOGUES.

Most of the wholesale stationery houses have supplied the trade with elaborately produced catalogues—big books gotten up at great expense and representing an enormous amount of labor. Naturally these catalogues are put out to bring more business for the concerns issuing them but they are also a great benefit to the retailers and can easily be made the means of creating much additional business for them as well as being a convenience in making up orders and for reference. Dealers should

have some system of keeping these catalogues so that a hand may be placed on any one of them at a moment's notice. Everybody will admit the importance of knowing the stock so that a salesman may immediately produce any article in the stock that may be asked for. It is every bit as important that similar care should be taken in the case of trade catalogues, because instances will constantly crop up where a sale will depend upon the information available only through one catalogue or another. Therefore, treat the various trade catalogues as part of your stock in trade just as every wise merchant carefully keeps his trade paper on file for ready access because of the fund of practical trade information contained in each issue.

SOMETHING NEW.

The world is demanding something new every minute, and is turning to those who supply it. In the retail world new ideas for buying and selling, and the newest in merchandise creations win. To-day the word "New" in an advertisement will attract more interest than the word "Bargains."

The store that branches out, discards precedent, renders a new service, and displays the newest in merchandise is the store that is growing the fastest. Conservatism has its value, but there is also that hurtful conservatism which sticks to the beaten track because the path is worn so deep that it is hard to get over the edges.

Things are moving swiftly to-day. We are going down the hill with the valve wide open, so that we may climb the coming slope by our own momentum. Competition is growing keener and conditions are changed completely in ten years.

It is a matter of vital importance that we recognize these changing conditions and get right into the game with something new.

EARLY SHOPPING.

For some years past, considerable effort has been made by storekeepers to advance the holiday buying as much as possible, in order that the Christmas rush may be regulated to cover weeks instead of days.

The merchant who plans to educate the public as to the advantages of early buying must lose no time, but proceed at once to drum the idea into their heads. He should also give thought to the matter of offering some special inducement.

As it is a decided benefit to the merchant to have the buying start early, he should endeavor to equalize matters to some extent by offering early buyers even greater inducements than he holds out to the last purchasers on Christmas Eve.

TRADE WITH THE U. S.

The United Kingdom is still far in the lead as the United States' best customer, sales to that nation in the seven months having exceeded \$292,000,000, and purchases therefrom amounting to almost \$155,500,000, a total trade of nearly \$450,000,000. Canada comes second, with purchases amounting to more than \$247,500,000, and exports to the U. S. exceeding \$67,600,000, an aggregate trade of over \$315,000,000. Germany is third, with a total trade of more than \$268,500,000, of which over \$102,400,000 were exports, and over \$166,100,000 imports from the U. S. France is fourth, with a total trade of \$133,333,214, divided into \$71,359,704 in exports and imports amounting to \$61,978,510.

THE SPRINGFIELD CONVENTION.

Every year there is a growing number of Canadians in attendance at the convention of the National Association of Stationers and Manufacturers of the United States and there was a goodly representation at this year's gathering at Springfield, Massachusetts, on October 13th and following days. This association has become such a power, and its influences for the correction of trade evils and the betterment of conditions so far reaching, that it would be the best of policy for Canadians to seek the support of the officers and the rank and file of the United States men constituting its membership, in advocating its extension to include Canada, with a change in name calling it the International Association of Stationers and Manufacturers. Then there would be more incentive for the organization of local associations in the different Canadian cities, to be affiliated with the international association.

Objections to such a proposal may be taken on the score of nationality but that is an element that should not enter. There is no reason why the trade of the United States and Canada should not co-operate to the fullest degree possible for the furtherance of their mutual interests. A foundation for a move in the direction indicated is afforded in the presence at the Springfield convention of representative Canadian stationers from Toronto, Hamilton, Montreal and Quebec. These Canadian visitors in common with all the United States delegates, obtained information and inspiration, not only in the sessions of the convention but in the inspections of the various mills and factories in Springfield, Holyoke and adjacent towns, which made the trip to this convention most beneficial.

Learning about the processes of the manufacturing of the merchandise they sell every day, is of great value to all merchants and the exceptional opportunities of this nature afforded at this year's convention, made it one of especial value and interest.



POINTED EDITORIALS.

Either there is too little money or too many people in the world.

Success makes enemies. Pay no attention to criticism, forge ahead.

Nearly everybody, except an editor, expects somebody to die and leave him something.

The man who has the largest number of recommendations is the man who needs them most.

Blame yourself when you fail, and you will succeed; blame some one else, and you remain a failure.

Every one knows more about some things than he ought to and less about the things he should know than is best for him.

Did you ever know of an "I-wasn't-paid-to-do-that" employee getting anywhere near the top of the ladder? There's no room at the top for the man who does only what he's paid to do.

Watch your credit accounts closely and do not be afraid to say "No" to the man who has got in further than he can crawl out. There is nothing to be gained by throwing good money after bad.

What is Credit

Address this question to almost any retail merchant and his answer probably would be, "Something that I have to have sometimes and which generally costs me a lot." Just how credit originated is a matter that is disturbing controversialists at present, and two deep thinkers, David R. Forgan, a well-known American banker and the editor of the New York World have taken up the cudgels on the question as to whether the banks created credit or credit created the banks. Which brings the comment from the Wall Street Journal:—

"May it be modestly submitted that the question is on all fours with that celebrated problem of whether the egg or the hen was created first? What is important is to secure the largest number of eggs from the hen and the most efficient credit from the banking system."

Credit is the most serious problem to the retail merchant. There are times when every merchant must seek credit from his bank or from a wholesale house; and before the credit man or the bank manager reaches a decision, the whole record of that merchant's business career and as much as is known of his personal life will be passed in review. The financial standing of a merchant is not the only factor in determining the amount of credit he can secure. Solvency coupled with a reputation for unreliability, will fail to win credit where a man in straits but of acknowledged integrity, will be given another chance. A refusal of credit has often been based on the knowledge that the applicant was dabbling on the stock market.

It is the duty of the credit man to get to know everything about the customers of the house. He learns, not only the financial standing of the customer but something about his habits, his social life, his ambitions, his disposition, his methods of doing business. This information is gleaned in various ways; from travelers, from other large houses, from mutual acquaintances.

By means of the information thus gleaned, the credit man is able to size up his customers and judge how far to go with each, with more foresight than would be possible if financial standing only were concerned.

Credit to the retailer is, therefore, a serious matter, something inextricably involved with his whole business and personal career, something that he must keep in view at all times. His credit standing must not be jeopardized.

Nothing hurts a man's credit so much as certain practices, which are still fairly common. Some merchants, for instance, will postpone making payments to the last possible moment, returning drafts, disputing statements, making extra claims. When they reach the last ditch, they pay; and not before. In almost every case, the merchant could have paid at the start, but deferred doing so through perverse principle and a disinclination to "parting." Nevertheless, the impression given is either that he is hard up or that he is anxious to escape responsibility. In either case, the effect on a man's "credit" —if such a word be permissible—is bad. If he ever needs credit, he may have difficulty in getting it.

Credit is the yardstick with which the business man is measured.



Post Cards & Art Novelties

Season Cards, Folders, Letters and Greetings
For all Occasions

High Class Local View Cards

Increasingly Popular.

The following, recently printed in the Washington Star, is a very good indication of the increasing demand for high class local view cards. This article certainly presents a number of very good reasons why the local view card business has come to be such a prominent part of most every post card dealer's trade:

"No letter, however vivid in its language, can give as perfect an idea of a building or a scene as one of the picture postcards. They are to be found in all parts of the world. Practically every little town now has its chief buildings and its nearest natural curiosity photographed and printed on cards suitable for mailing. It is an obscure and tiny settlement, indeed, that lacks this token of enterprise and self-appreciation. The advertising value of the picture postcard is incalculable. Those who go abroad and collect postcards with discrimination have, on their return, something to show that always proves entertaining, especially if the cards fit into the personal experiences. To a great extent the postcards are replacing the camera for the use of tourists. Seldom does the amateur photographer find an important subject that has not been already "taken" professionally and printed artistically in colors. But there is no danger, however, that the picture postcard will altogether supplant the personally taken photograph, for there are many subjects that the owner of a camera can get while traveling that do not appear sufficiently to the average interest to make them worth commercial reproduction."

The quality of the local view cards that are now being offered by several of the larger concerns is undoubtedly responsible for the development of this part of the post card trade. When one is able to purchase excellent reproductions of scenes, houses, buildings, etc., at prices ranging from 2c to 5c and 5c and 10c each, it is little wonder that this class of business has come to the front so rapidly and this kind of postcard has proven so popular with the average trade.

SUFFRAGETTE POSTCARDS.

The Ohio Equal Franchise Association is about to carry on an educational campaign in that state, one of the strong features of which will be a series of post cards that will be mailed to a large number of voters at various periods during the year. The Ohio Equal Franchise

Association with headquarters at Cincinnati has recently offered a prize for the best two designs for the post card to be used in this educational campaign. The post card will be reproduced in monochrome.

POST CARDS UNDER GLASS.

Displaying the more expensive and slower-selling postal cards under glass makes them sell better. A piece of clear glass placed before the cards seems to make them more desirable. It makes those particular cards stand out, and appeal to the customer. This is a little stunt in sales psychology that is very interesting. People seem to think that because the cards are put under glass that they are especially valuable, and hence they buy them. One man who tried this scheme said recently: "We sold very few five cent cards until I tried this scheme. We now sell more nickel cards in a week than we did in a month formerly."

Sussfeld & Cie, of Paris and London, have issued an attractive catalogue with illustrations in color of their "Jol" line of adhesive tapes and papers, fancy shelf papers, crinkled and embossed papers together with extensive lines of stationers' sundries, and novelties, games and toys.

ABOUT MESSAGES.

A writer in an English journal points out that more attention is being paid nowadays to the greetings and verses on Yuletide cards, but still we often hear, in reference to a card: "Yes, it is an exceptionally pretty one, but the verse is so stupid; it is impossible to send it to anyone."

"Why do they print every wish under the skies, when the receiver knows it can't be true." "An artistic card, indeed, spoilt by that insipid verse, however." And so on. Perhaps these remarks are not so frequently heard at present as a few years ago, but even now one often comes across a beautiful card rendered quite useless by a weak, washy, sentimental greeting.

Slowly, original rhymes are appearing in Christmas cards, and they are much appreciated by those who are tired of the stereotyped verses of the cards of the last decade. Such cards have a 50 per cent. higher selling possibility. Dealers are beginning to realize this—that Christmas cards are not to be ordered for the beauty of their decorations alone and are asking for cards with the stamp of originality in the greeting.

Printers of greeting cards, therefore, will be well advised to give the question of the verse a little serious consideration, for the card which combines a beautiful exterior with a greeting inside, having the stamp of originality and sincerity, will certainly stand a better chance in the market than the card which relies upon exterior charm alone.

Some Elements of Success

Good Merchandising.

A fair proportion of the number of failures annually registered in the retail stationery business are attributed in part to "bad trade," when in fact the fault lies in the bad selection of stock, and in the failure to clear slow-moving goods to make room for readier sellers, says a writer in *The Stationery World*.

The success of a stationery business depends, to a greater degree than in most trades, on the selection of goods, and a lack of knowledge of lines essential for the creation of active business, together with reckless or careless ordering, may easily bring about complete disaster. Then is trotted out the bankrupt's ancient hobbyhorse, "Bad Trade."

The Lure of Discounts.

The character and needs of a locality should, of course, be primary factors in the determination of the quality and size of the stock to be carried. Granted that the embryo stationer has correctly gauged the former, the first danger he has to guard against is over-ordering. As a general rule it may be thought safe to order what are known as staple goods in fair quantities, and the temptation to do so is heightened by the prospect of a discount on large orders. That is all right, up to a point, but to purchase more than is likely to be resold within a reasonable time is not good business. The risk, on the one hand, is not productive of profit, while on the other hand it is more than likely that the money might have been put to another use and have secured a better return.

Variety Pays.

It is far better, as a general rule, to spread the capital over a varied stock, even though a less discount is obtained on the staple order. A stationer is not in business for the purpose of getting discounts, but with the view of attracting trade and making profits. With a varied stock, even though a comparatively small amount of each line be carried, there is a correspondingly better chance of pleasing customers and creating fresh custom. That means a more rapid turnover and less deterioration of goods, for which reason the practice is to be recommended; the advantage is self-evident.

Buying New Lines.

Having decided thus far, the next question is as to the limit in buying new goods. In this connection, a knowledge of the goods themselves is a valuable help, because it enables the retailer to approach his customer convincingly, and to stimulate sales. It should always be remembered, in the case of new lines, that the up-to-date stationer does not stock goods to meet a public demand, but to foster it. He should endeavor as far as possible to lead, rather than follow, the public taste, and this he can do exactly in proportion to his knowledge of the goods that come on the market. Without such knowledge, he is between two stools. Feeling the necessity of "getting in" with some of the new creations, he may be tempted to buy not wisely, but too well, while on the other hand, if he delays stocking the new goods he may—and probably will—find his competitors featuring the line and himself left out in the cold. That cheapens him in the public estimation, which is perhaps the surest method of obtaining an interview with the Official Receiver.

Use Your Trade Paper.

Once let a retailer obtain the reputation of being "old-fashioned"—behind the times—and he will assuredly see his customers drift away one by one to his more enterprising rivals. Therefore it behooves him to keep con-

stantly in touch, through his trade paper, with the new and most saleable lines, and to consider the times and seasons which are best for the handling of them. Some will go well at almost any time of the year; others won't. If the stationer has kept abreast of things his own judgment may be relied upon in this particular. If he decides that the time is favorable, then let him buy judiciously, and feature the article well. If it moves, more can be ordered; if it doesn't, the fact that he has given only a comparatively small order will prevent any great loss. With a knowledge of the goods he should make few mistakes in this connection.

It is better to buy on a rather conservative basis than to make a rush at a certain stock, even if it is moving well, and, as a rule, wholesalers are disposed to regard the conservative buyer as a safer man than the "rusher."

Beware the "Job Lot."

The goods which are offered in "job lots" or with gratuitous inducements to the retailer, should be regarded very warily, for two reasons. Firstly, the fact that a special discount or a gratis present is given with an order is in itself an indication, generally speaking, that the goods are slow movers, which the wholesaler must get rid of somehow. Secondly, every dealer should be chary of displaying too many "bargains." In many cases they are only helps in scaring off the buyer who is looking for real quality. Therefore it is not wise to overload just because a stock seems cheap.

If a buyer is tempted to secure a job lot at a specially low price, it is wise to examine it well before making the bargain. There is generally speaking something the matter, or the price would not be so low, and if he finds himself saddled with inferior goods, or goods in poor condition, the retailer runs a grave risk by adding them to his ordinary stock, and an almost equal risk by featuring them as a cheap-jack line. The goods which pay best in the long run are those the quality of which is unquestionable.

Special Branded Lines.

It may be added, in this connection, that where a retailer's opportunities and the nature of his business permit it, it is sometimes a good thing to buy a special article in such quantity that he is able to exploit it in his own way and branded with his own name. Reputations made in this way are valuable, if not always absolutely deserved, but caution should be exercised at the outset as to the merit of the article, lest it become a white elephant. A real good selling line secured in this way is, of course, most valuable in attracting custom for other things.

The Importance of Frequent Inventories.

A good method of dealing with stocks is to keep a systematic record of goods entered inwards, and to take each month an inventory of what remains. It can then be seen at once what goods are moving well and what are falling off, and this is of the utmost value in connection with the pushing of counter stock. Some retailers may consider it too much trouble, but as a business method it undoubtedly pays, and it prevents the dealer waking up one day to the fact that his "profits" are on his shelves, instead of in his bank.

Shift Sluggish Stock.

When a sluggish stock is on hand, it is policy to deal with it promptly, and cut the loss. The most successful man in the machinery line is he who knows when to throw his old equipment on the scrap-heap, and the wise retailer is he who, at all costs, determines to shift his old stock. Articles for which there is little or no demand should not be allowed to take up shelf room that should be occupied

by real live sellers. The man who is thus "bunged up" is practically forced to curtail his purchases of really movable goods, and may have to tell an enquirer for an article that he's "just out of it." That sounds bad always, and gives the impression that he is either careless or out of date. The customer doesn't know it is because he's overloaded with stale stuff; perhaps it would not make much difference if he did.

The getting rid of old stock is one of the few circumstances under which a cut-price sale is advisable. It is fallacious to continue to carry the stuff at list prices, when it is morally certain that it will never fetch the figure, and the only wise thing is to mark it down to a price at which it will sell, and get rid of it. Something is bound to be lost, no doubt, but at least something will have been gained, for the dead stock will be replaced by money that can be used to replenish with more up-to-date goods. It may seem a wrench, but it's business.

An Illustration.

A retailer who believes in this system had occasion to try it not long ago. He had a lot of broken packets and discontinued lines of writing paper. He filled a window with it, and placed showcards in front stating that it would be cleared at twopence-halfpenny a packet. The low price cleared it in a few days. The stationer lost on the original cost, but he cleared his shelves for better goods, and the amount for which the stock sold was really so much "bunce."

There is nothing which attracts the public like fresh, clean, up-to-date stock, and the retailer who wants to hold the old custom and gain the new must keep it moving. The quick sellers are the stocks on which he makes the money; therefore it should be his constant aim to turn them over as quickly as he can, and to clear them out at any price if they become sluggish. Otherwise he is pretty sure to get his sales-channel all clogged up, and the business on the rocks.

TRIBUTE TO TRAVELING MEN.

At a recent convention of Gideons, Stuart F. Reed, Secretary of State of the U. S. was one of the chief speakers and he paid a notable tribute to the commercial travelers. He said:—

"Some misguided people seem to have the impression that the average commercial traveler is a sort of a peregrinating 'Beau Brummel,' or humorist, whose life is one long, dizzy carousal of mirth and joy. They suppose that he spends at least half his time entertaining charming village belles, while the rest of his waking hours are divided between accepting invitations to dine with prosperous merchants, anxious to purchase the entire output of his firm, or drawing on 'the house' for funds with which to finance his questionable ostentations and satisfy his social and bibulous instincts.

"The man who accepts this description as the true picture of the twentieth century American commercial traveler evinces his ignorance of the science and art of modern salesmanship.

Only "The Finest" Are Sent on the Road.

"The brightest minds and highest types of character that commerce can command are put 'on the road.'

"The modern commercial traveler must be a diplomat in an age of diplomacy. His fertile brain must be a repository carrying the history of yesterday and the prophecy for to-morrow. He must be a tactician without

treachery. He must have sagacity without sophistry, gumption without guile, courage without cowardice and wisdom without weakness.

"With confidence in himself and his wares, he must be tolerant of the opinions of others and fight his battles with the one best weapon yet discovered by man. This weapon is neither a college diploma nor a gallon of gall. It is plain old-fashioned common sense."

PRINTED STATIONERY.

"No matter what your business is, your printed stationery should measure up to your standard. Your letter headings, checks, etc., either reflect the personality of your firm—or they don't. There is no middle path," says a writer in "Progressive Papers." Continuing on the subject he says:

"Stationery that measures up to your business standards is efficient stationery. Efficient stationery is standardized stationery.

"And right here I should like to have a word with you regarding the efficiency of your letter paper.

"Just take yourself into your private office—and lay these questions before yourself in an open, fair-minded, unprejudiced way:

"Is our stationery, from a typographical and decorative standpoint, pleasing to the eye? Does it welcome the reading of a letter upon it, or repel it?"

"Secondly, having definitely decided the first question,—Is the quality of our letter paper really as good as it ought to be?"

"For a house such as ours—Does the grade of paper used reflect our personality and business integrity?"

By revising this advice so that it may be applied to the customers of the retail stationer, he will be able to develop some good business because it will effectually indicate the shortcomings of business houses who use stationery of an inferior grade and convince them that poor stationery in the bad impression it creates is advertising of an injurious variety, whereas by a comparatively small additional expense stationery may be used such as will be a benefit to the business, co-operating with the other schemes for furthering the firm's interests rather than tending to destroy those schemes.

Stationery Trade News

The Lippincott Pencil Company have moved their offices and factory from 23rd street, Philadelphia, to 10th and Walnut streets, Chester, Pa.

In Edmonton, the Paragon Office Supply Company have succeeded in placing nearly three hundred Royal typewriters—a mighty good record for a city of about 60,000 people.

"The British Loose Leaf Manufacturers, Ltd., of London, England, are now just completing an order for 450 Majestic Ledgers with 250,000 sheets for a leading overseas stationer. This order was obtained in competition with several firms and after critical examination of a number of mechanisms, by an engineer. The British Loose Leaf Manufacturers, Ltd., are cultivating the Canadian market."

Announcements have been received here of the increase of the capital stock of the Irving-Pitt Manufacturing Company, Kansas City, to \$1,200,000.



Books

List of the Best Selling Books

Canadian Best Sellers.

1. Inside of the Cup (Winston Churchill)..... 163
2. The Woman Thou Gavest Me (Hall Caine).... 135
3. Laddie (Gene Stratton-Porter) 115
4. The Iron Trail (Rex Beach) 106
5. The Amateur Gentleman (Jeffery Farnol)..... 75
6. V. V.'s Eyes (H. Sydnor Harrison)..... 40

Best Sellers in Great Britain.

(Compiled for Bookseller and Stationer by W. H. Smith & Son, London, W.C.)

1. The Passionate Friends. By H. G. Wells.
2. The Broken Halo. By Florence Barclay.
3. The Regent. By Arnold Bennett.
4. The Devil's Garden. By W. B. Maxwell.
5. The Sequence. By Elinor Glyn.
6. The Governor of England. By Marjorie Bowen.

Best Sellers in United States.

1. The Woman Thou Gavest Me. By Hall Caine.
2. Laddie. By Mrs. Gene Stratton-Porter.
3. The Inside of the Cup. By Winston Churchill.
4. The Iron Trail. By Rex Beach.
5. V. V.'s Eyes. By H. Sydnor Harrison.
6. Pollyanna. By Eleanor H. Porter.

Publishers' Best Sellers.

Bell & Cockburn.

1. The Way of Ambition.
2. Old Adam.
3. Golden Barrier.

William Briggs.

1. Otherwise Phyllis.
2. V.V.'s Eyes.
3. A Fool and His Money.

The Copp, Clark Co.

1. The Judgment House.
2. Joan Thursday.
3. The White Linen Nurse.

Cassell & Co.

1. The Spirit of the West.
2. Prairie Fires.
3. Candlelight Days.

J. M. Dent & Son.

1. William Adolphus Turnpike.
2. The Passing of Oul-I-But.
3. The Miracle.

S. B. Gundy.

1. Greater Love Hath No Man.
2. The Heart of the Desert.
3. Doc Williams.

Hodder & Stoughton.

1. The Poison Belt.
2. Eldorado.
3. The Lawbringers.

Thomas Langton.

1. Laddie.
2. Within the Law.
3. The Point of View.

The Macmillan Company.

1. The Inside of the Cup.
2. His Great Adventure.
3. When I Was a Little Girl.

McLeod & Allen.

1. The Business of Life.
2. The Lady and the Pirate.
3. The Mediator.

McClelland & Goodchild.

1. The Garden Without Walls.
2. The Eye of Dread.
3. Making Over Martha.

Musson Book Company.

1. The Woman Thou Gavest Me.
2. The Iron Trail.
3. Gold.



Handling Special Book Orders

A Card System.

A recent issue of *System* summarizes the method adopted by a well-known Ohio book store to take care automatically of special book orders. Each salesman is provided with a number of cards. Whenever he takes an order, he writes the necessary information regarding the sale on one of these cards, including the name of the author, the title, publisher, purchaser, the date, and his own sales number. Towards the end of the day a stenographer from the purchasing department collects these cards and places orders for all the books at one time.

The cards then go to a clerk who files them alphabetically, according to title. All invoices are turned over to her as they are received. By referring to the card index, she knows whether the invoice is for a special order or a stock order. In case it is the former, she writes on the bottom of the invoice the number of the salesman who made the requisition for the book.

When the book comes in, the receiving clerk writes this number on a slip of paper and inserts it in the book; it is then easy for the salesman to select their own books. They remove the proper cards from the file and prepare the books for delivery or notify the purchasers to call.



BOOKS AND PARCELS POST.

The United States Post Office Department, says the *Publishers' Weekly*, is giving favorable consideration to the proposal that books and printed matter shall be included in the parcel post. The change, it points out, would be of great benefit, especially to retail booksellers and libraries, in increasing their local clientele, as parcel post rates on the zone system greatly favor the local dealer, and should be especially advantageous to rural libraries. Granted that the retail book store and the local library are advantages in any community, it is well that the postal arrangements should emphasize this value

in accordance with the policy which the Government has always emphasized of promoting education by a low rate of postage on books and other printed matter. The present status by which printed books are required to pay more postage than unprinted paper is exactly contrary to this traditional and wise policy.



News of Books and Bookmen

Interesting Trade Intelligence.

Among the announcements of Messrs. Jack, the English publishers represented in Canada by the Copp Clark Co., one of special interest is the work of W. Beach Thomas and A. K. Collett, who have collaborated in a volume to be entitled "Autumn and Winter," which will contain color reproductions from the work of some of our best known painters from nature, such as, Sir Alfred East, and Harry Becker, and there will be a great number of drawings in the text by A. W. Seaby. From the names of the authors and artists it is quite evident the book will be a charming one, both from the literary and artistic standpoint. The same house will shortly issue "The French Revolution" from the age of Louis XIV to the coming of Napoleon, by Harold F. B. Wheeler. One of the features of the work will be its extraordinary number of illustrations, many of these taken from subjects which have never previously been published either in France or England.

The Copp Clark Co., think that they have found a new author of great promise in Temple Bailey, whose first story "Glory of Youth," is being published by them this Autumn. The "Glory of Youth" is a charming love story, in which four lives are tangled, two women and two men. The same firm say that the most beautiful book on their list this year is "Hans Andersen's Fairy Tales," illustrated with numerous drawings, and sixteen pictures in color, by W. Heath Robinson. They are issuing under the title of "The Story of Evangeline," Longfellow's original poem, with an introduction giving the life of the Poet and a prose version by Clayton Edwards. The 11 illustrations in colors, by Maria L. Kirk, have the quality which fits peculiarly a classic of this nature.

John Murray's latest quarterly list contains among its announcements of new books a new novel by A. C. Benson to be called "Joyous Gard" and "The Great Gold Rush," a tale of the Klondyke by W. H. P. Jarvis. The latter book will be published in Canada by Macmillan's. "German Sea-Power" is an announcement of timely interest. It is the work of Archibald Hurd and Henry Castle.

Bookshop Assistants, some people say, are apparently so busied in distributing literature that they have no time to read it. The other day a customer went into his usual "bookseller's and news-agent's," with a usual demand, and the extra one, for a copy of the "Apocrypha," a volume always hard to obtain. "And have you the Apocrypha, please?" The courteous young lady thought, glanced round. "Let me see," she said. "Is it a weekly or a monthly?"

Sir Isaac Pitman & Sons, Ltd., publishers of commercial text-books, announce a new serial publication, "Pitman's Commercial Self-Educator," in sixteen seven-penny fortnightly parts, fully illustrated throughout. Robert W. Holland, M.A., M.Sc., LL.B., the well-known author of business legal books and lecturer on commercial subjects, is the editor, and he will be assisted by a

large body of expert teachers and others. The "Educator" will cover the whole curriculum of commercial education, and will contain a series of complete lessons so that the reader may take up a course of study from the most elementary steps and follow it to the more advanced stages.



CABLE ORDERS FOR THELMA!

In a recent issue of "The Bookfellow" of Australia contained the following paragraph:

"Edwards, Dunlop & Co. found it desirable to cable last month for supplies of Thelma, Thelma! How many years old is Thelma? There's a side-light on Australian trade. Novels aren't three-day-runners here; when we get the goods we stick to them. True that Thelma is the leading Marie Corelli; and, as we haven't read it, probably we shouldn't know why; women's taste will beat the wisest of us. Still, two cables in a month for Thelma! There's life in M. C. yet."



Canadian Books and Authors

About New and Forthcoming Books

To the excellent series of books of travel issued by the Macmillan Company of Canada has been added a volume by Sir Edward Thorpe that should be of special interest to Canadians. In "The Seine from Havre to Paris," Sir Edward gives a delightfully intimate account of the land from which came the Normans who conquered England in the eleventh century, and who founded a new France five centuries afterward. Here we may learn the origin of many names that will be forever associated with Canada, and with the reproduction along the St. Lawrence of the poplar-lined roadways and wayside shrines of the Norman peasantry.

Among the new books of Ward, Lock & Co., is a volume setting forth the further adventures of Young Lord Stranleigh, the title being "Lord Stranleigh Abroad." An English writer referring to this, said:

"We were made acquainted with Lord Stranleigh long ago by Mr. Robert Barr—to whom be peace!—first as "Young Lord Stranleigh," and then as "Lord Stranleigh, philanthropist." Now he has gone abroad and is pretty much in the atmosphere that Robert Barr made familiar to many of us when he was writing as "Luke Sharp" on the Detroit Free Press thirty years ago.

Collins & Co. have added to their popular and successful shilling "Nation's Library" "Canada as an Imperial Factor," by Hamar Greenwood, M.P., who points out the great importance of Canada as one of the daughter States of the Empire, possessing, next to the British Isles, the largest white population, while he reminds his readers that "when the Dominion has come into full possession of her agricultural and manufacturing resources, she will be one of the wealthiest and most populous countries in the world."

Duncan Campbell Scott, widely known as a lyric poet, succeeds Frank Pedley, as Deputy Minister of Indian Affairs. Mr. Scott has been in the civil service at Ottawa since 1879.

A list of books for children comes from Houghton Mifflin & Co., of Boston. It covers a wide range of titles suitable for children from nursery years to and including high school age. There is also a special list of books for parents.

Record of Copyright Books

Published in Canada.

Fiction.

- Adventures of Capt. O. Shea.** Ralph D. Paine. Toronto: MeLeod & Allen. Cloth, \$1.25.
- Aesop's Fables.** Toronto: Macmillan. Cloth, \$1.50.
- African Camp Fires.** Stewart Edward White. Toronto: Musson Book Co. Cloth, \$1.50.
- Alladin From Broadway.** Frederic S. Isham. Toronto: MeLeod & Allen. Cloth, 1.25.
- Along the Road.** Arthur Christopher Benson. Toronto: Musson Book Co. Cloth, \$1.75.
- Arabian Nights, The.** Toronto: Macmillan. Cloth, \$1.50.
- Argyle Case, The.** Arthur Hornblow. Toronto: Musson Book Co. Cloth, \$1.25 net.
- At the House on the Ground.** E. M. Bangs. Toronto: McClelland & Goodechild. Cloth, \$1.25 net.
- Auburn and Freckles.** Marie L. Marsh. Toronto: McClelland & Goodechild. Cloth, \$1.00 net.
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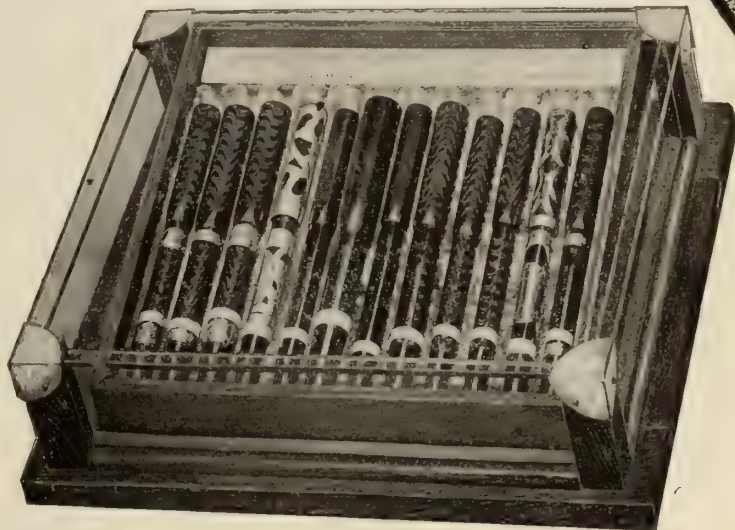
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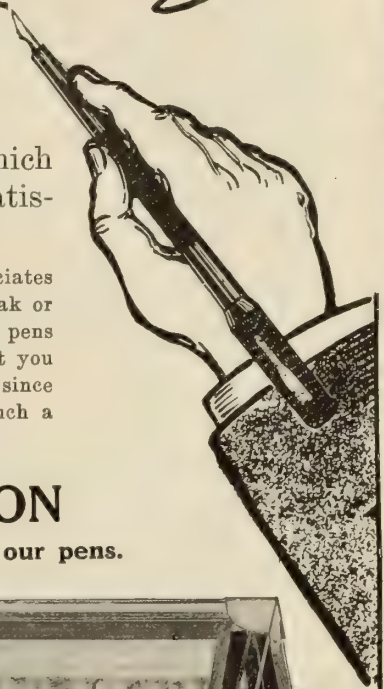
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Business Equipment Trade

How to Get a Start.

Banks, factories and other commercial establishments as well as municipal offices, lawyers, doctors, and other professional men constitute a few of the prospects that afford openings to the stationers in every town for the development of the office supply branch of the stationery business.

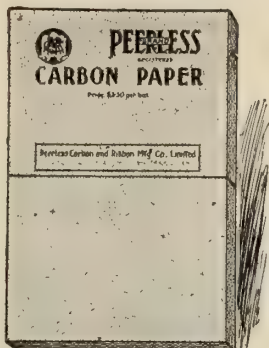
The stationer should make it part of his campaign for trade to cultivate the acquaintance of all executives and much can be accomplished in the way of attracting trade by painstaking and patient consideration for the fads and foibles of bookkeepers and stenographers. One Toronto stationer has built up a big business in typewriter supplies and the smaller articles in the way of office supplies by keeping in close touch with and showing every consideration for office assistants and stenographers, the result being that not only does he get a good grist of orders in the calls of himself and his assistants at various offices, but every day many telephone orders are received.

After getting a good footing in this manner, this particular stationer obtained such a footing that he was enabled to successfully appeal for business in the larger items of business equipment, building up a most profitable trade that is growing daily.

In towns of one thousand to ten thousand population, and in many cases up to twenty-five thousand, the stationer may invade the field now monopolized by the office supply houses in the larger cities without going to much expense. Although the initial outlay in the way of printing and postage may cause misgivings, the results will be permanent, and will, if followed up, pay handsomely. Assuming that the stationer has his line ready either from his own selection or with the assistance of some reliable wholesaler, and has also obtained a list of names of prospective customers within a given radius, the next thing to decide is how best to advertise his new department. Before going to the expense of issuing a catalogue of office supplies, loose-leaf goods, etc., it may be well to issue a four-page circular with cuts showing some of the recent additions to the stock. The cuts for this may be obtained from the manufacturer at a small charge, and in some cases without expense.

The retail prices, which should be plainly set forth in the circular, can easily be obtained by reference to the price list issued by the firm supplying the goods. A display of some of the most prominent items should be made in the window. While this department is undergoing the process of development every effort should be made to give it as much publicity as possible. It would be well for the stationer to keep in close touch with representatives of wholesale houses, so that the stock may always be kept up to date. The office supply line is one that requires close attention, as improvements on various items are being made from time to time.

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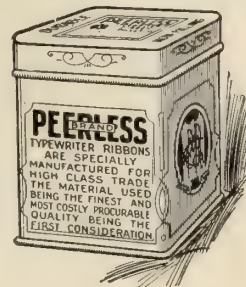


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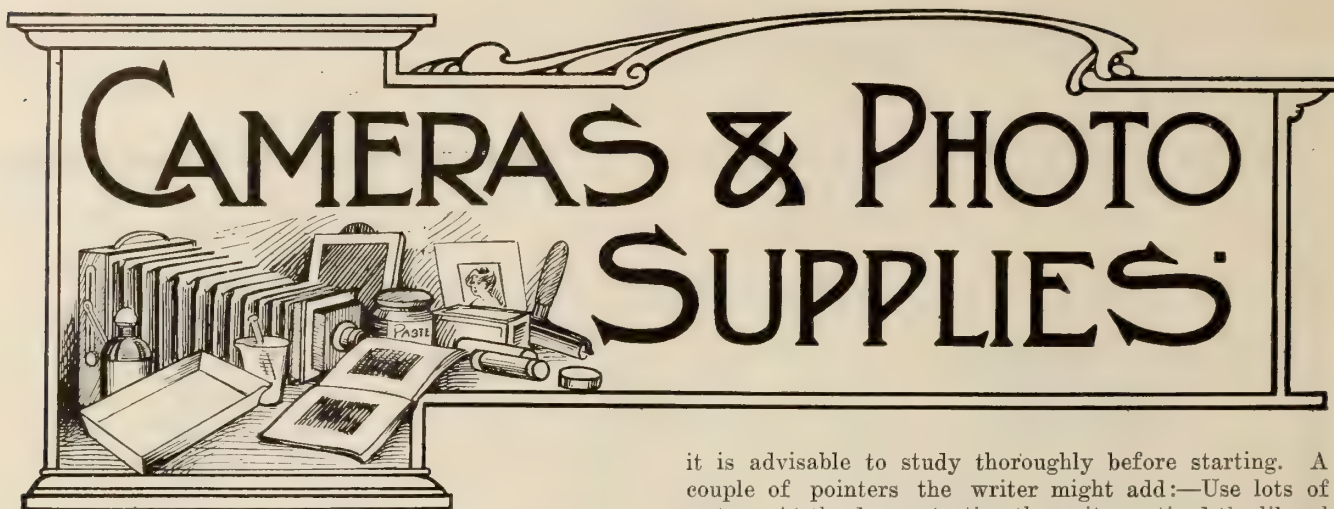
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Photographic Department

Making it a Success.

PART 5.

By Geoffrey H. M. Le Hain.

Let us follow out the list of the various lines to keep your Photographic trade brisk during the winter months.

We have dealt with contact-printing, now we come to enlargements.

I could easily fill several pages with talk about Enlargements—but I have just come across a new booklet issued by Houghtons, Ltd., of London, England, which deals with this subject a great deal better than I ever could. I recommend every one of my readers to send for this booklet and go over it very carefully. You will find that enlarging only a part of a negative produces a beautiful picture. This idea is very cleverly presented to you in the booklet. Several pictures are reproduced, and all are parts of one negative. If you study this booklet, and any others you may have on hand you will be able to give advice to your customers—and the average amateur is looking for helpful advice.

I am dwelling on this subject because it is one of the most profitable lines in the photographic business. Look over your own negatives and make or get good enlargements from them and feature these in your displays. As a closing word, I remind you of Houghton's Enlarging booklet; get it, study it, make yourself familiar with the idea of picking out the pretty bits in your customers' negatives and suggest Enlargements.

Another idea is the coloring of photographs for framing and mounting, etc. There are various methods for coloring photographs, but the best of them all, seems to be Dunnes' Transparent Colors.

The process, though apparently simple, is a revelation of what can be done towards making photographs look really like nature.

I heard the demonstrator bring out a very convincing statement: "Scenic nature is the most beautiful of all creation because it is so exquisitely colored: Would it be so beautiful if it were all plain black and white?"

Indeed, the demonstration was very conclusive. The prints were first well moistened, and then the various tints were put on.

The actual coloring is very simple, the colors only have to be diluted with clean water and washed on with paint brushes. There are no lights and shadows to make as the colors are absolutely transparent—they tint the print but do not obscure any details. The price of Dunne's coloring outfit is \$1.25, this includes an instruction booklet which

it is advisable to study thoroughly before starting. A couple of pointers the writer might add:—Use lots of water. At the demonstration the writer noticed the liberal use of water—and the colors used rather weak, a second tinting being made when necessary.

The finished specimen prints and lantern slides are truly wonderful, the pictures seem full of life and brightness. The idea of hand-colored pictures is an inspiration for a delightful gift. With Dunne's colors you have the wherewithal. If you don't want the color on any print after you see it colored,—you can wash it all off and start over again. The print is not damaged in the slightest.

The giving of pretty calendars instead of a Christmas card has become very popular, but when the calendar contains a photograph made by the sender—then the gift is doubly appreciated, owing to the personal touch and associations. There is scope here for a very considerable business; it will pay you to push this line. There are on the market slip-in calendars, which, as the name implies, are complete except for the photograph which is "slipped in." For those of your customers who have the skill and the inclination, you might well suggest that they make the calendars complete. From my files of photographic clippings, I quote the following item, the gist of which you might use in a little leaflet or in your advertising. The contributor writes:—

"Being an old bachelor, you can imagine that I can have a lot of young lady acquaintances who must be remembered at this season of the year. As you will see, the whole thing (referring to the calendar which was shown) is in different tones of sepia. It may interest some of your readers to know just how I make these calendars. The base is a piece of heavy strawboard. This is covered with a piece of suitable cover paper, and a different shade of sepia used to give an edging effect—the same as a passe partout binding. This makes the mount for the picture, also in sepia; and the little calendar pads are for sale by all art dealers, printed in brown ink as well as in black. A couple of hangers, the kind that carry a small ring, are gummed to the back, and a silk cord passed through and tied in a bowknot. There are many shapes in which they can be made, some of them being nearer square, while a few are long, horizontal panels, others being long vertical panels. They are quite easy to make, and if a little care is taken to secure harmony of color they are quite effective."

It would be a good idea for you to show a range of these calendars, both the "slip-in" kind and the "home-made" kind. You will find these a good line—it means good trade for you in printing paper, calendar pads, etc.

Photo Albums.

Photo albums should be pushed at this season, and the following suggestions will help you. You might suggest the starting of a "photographic library." I once saw this

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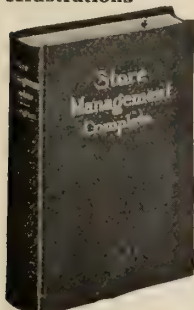
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722 Pages Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to Retail Advertising Complete
\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

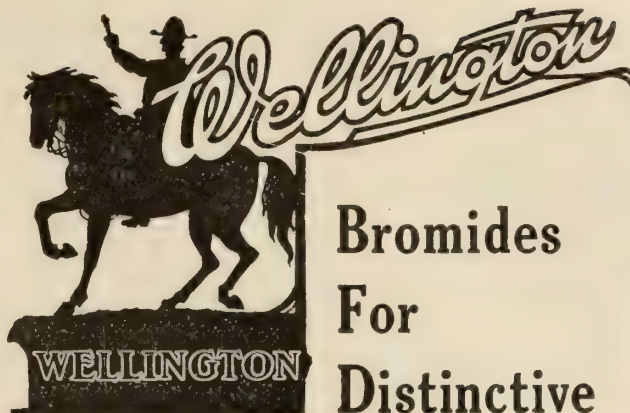
CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW

JUST PUBLISHED

Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO



Bromides
For
Distinctive

Enlargements

It is an absolute fact that prize winners the world over use Wellington Bromides for exhibition pictures. Why not always use these papers and have the prize-winning quality in your enlargements?

Write for instruction booklet on Bromide enlarging—sent free.

Wellington & Ward
MONTREAL



FOR THE CHRISTMAS TRADE!

HOMERIAN

DECKLE EDGE STATIONERY



—a distinctive, high grade, note paper for smart correspondence—stocked in Regents, Kings, Note and Envelopes.

JOHN DICKINSON & CO., Ltd.
PAPERMAKERS MONTREAL

The Dalton Royal Auction Bridge Pad

Best Made

New Count on Every Sheet

15 cts. Retail

Discount to Dealers Only

WYCIL & CO. - 83 Nassau St., New York

ALBERTYPE POSTCARDS

Are High Class in Quality

The Albertype Co.
250 Adams St., Brooklyn, N.Y.

M
U
S
I
C

IS A MONEY MAKER AND BUSINESS GETTER FOR THE BOOKSELLER AND STATIONER

An account with us means the largest and most representative stock in Canada to buy from.

Everything in Sheet Music and Music Books

MUSIC PUBLISHERS

ESTIMATES FURNISHED ON APPLICATION

MUSGRAVE BROS. & DAVIES

PRICES
THE
LOWEST

114-115 Stair Bldg.

Music Publishers, Dealers and Importers. TORONTO, ONT.

SERVICE
THE
BEST

M
U
S
I
C

idea carried out to perfection. A professional man in London, England, had in his waiting room about ten volumes just filled with photos. The way to put this idea to your customers is to suggest a regular style of album which they can match at any time. Then start in, put in a print of every negative that they make, and friend's prints in which they are interested. When one volume is full, start on volume two, and so on. There is hardly anything as interesting as a thick book full of pictures, the subjects are so varied, people, events, social doings; there is no end to the different subjects. You have a good opportunity at this season to start your customers on this idea—suggest that they make good prints of all the negatives they have on hand—the snaps of the last vacation—all the summer pictures, etc. You can safely say that it is the earliest books of the set that they will value the most, so suggest that they start in on volume one right now. Another idea is the making of a complete set of pictures taken on a vacation, mount them in a suitable album, and send the book to your host as a remembrance of a happy holiday.

You will no doubt think of other ways in which you can put these ideas before your customers in an attractive way.

In next month's article you will read suggestions for Christmas gifts of photographic goods.



A SUGGESTION FOR INCREASING YOUR TRADE.

Nothing is so much appreciated by a buyer as an evidence of keen interest on the part of the dealer, says the American Photographic Dealer. You may feel that by getting behind your counter early every morning and working conscientiously that you are doing all that you can do, but this is a suggestion offered for your consideration which you may find profitable.

Get a list of every professional photographer in your neighborhood and call on each one of them. It will not take very long for you to find out about the details of his equipment and methods of operation. We venture to say that in a large number of instances you will find that he is employing apparatus which should have been discarded long ago in favor of more modern appliances. You may be able to show him how he can make exposures in a half or a quarter the time by using an up-to-date objective. He might be interested in tank instead of tray development. Perhaps he would be interested in knowing that he could very easily make the most beautiful portraits in color at night.

Familiarize yourself with modern methods and you will soon find that it is easy to convince others who have not followed closely in the footsteps of progress.

It will be well worth while for dealers to acquaint their customers fully regarding the subject of backing plates or buying them already backed. They are not only valuable for interior photography where exposures must be made against windows, but also in the makings of diapositives or lantern slides.

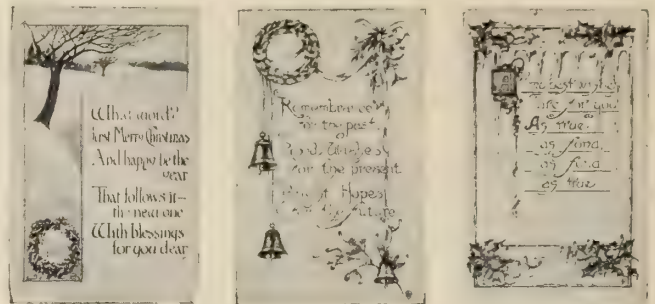
It is claimed by the manufacturers of the Berwick system envelope that it satisfactorily performs the double duty of carrying instructions to the printing and developing department as well as being a container for the finished work. When the order is brought in by the customer, the instruction sheet which is attached to the envelope is filled out and the whole thing is then sent to the finishing department, which detaches the sheet of instructions after the work is finished. This obviates the necessity of making any duplicate sheets or envelopes and eliminates the possibility of errors in filling the order.

Color photography soon will be as common as other well-known forms of the picture taking art, according to a report by Carl Baily Hurst, United States consul at Lyons, France. He says last year such great advance has been made in France that it is now possible to make instantaneous color photographs.



THE EVERSHARP PENCIL.

"A new point in a second—without a knife," is the advantage in the Eversharp Pencil. This pencil consists of a series of sharp points, operated as shown in the accompanying illustration. It is always ready for use, and as a five cent article should prove a ready seller. Buntin Gillies & Co., are marketing it in Canada.

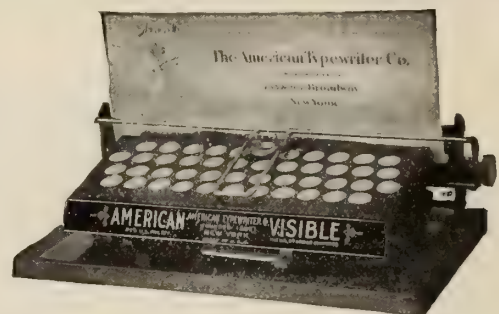


New postcards shown by Sutcliffe's.



A HOME TYPEWRITER.

A compact little typewriter weighing two pounds and furnished in a leatheroid case, is now being manufactured by the American Typewriter Co., of 270 Broadway, N.Y.



It is designed to retail at \$5. The makers claim that the little machine is admirably adapted for the handling of a small private or business correspondence and also that it is a great assistance in school work, for teaching business and commercial forms. The keys are arranged like the standard keyboard machines. It is a visible writer.



A new list comes from the J. S. Ogilvie Co., New York, setting forth the new copyrights of this house together with the hundreds of titles forming their different libraries of paper bound books.




CIGAR LIGHTER AND ASH TRAY.

A combination cigar lighter and ash tray has been put out by the Victor M. Grab Co., of Chicago, which the makers claim will give over a thousand lights for one cent on one filling of gasoline. They are made in two models. The lighter is detachable from the ash tray so that it may be lifted separately when lighting a pipe, cigar or cigarette. They are being pushed as an eminently suitable gift for men.

EST'D 1876

*Odd
Unique
Original*

TALLY CARDS
PLACE CARDS
SCORE PADS FOR ALL GAMES
GREETING CARDS
CONGRATULATION CARDS
BIRTH ANNOUNCEMENTS
CALENDAR PADS
CHRISTMAS CARDS
CHRISTMAS FOLDERS
CALENDAR MOUNTS
PARTY INVITATIONS
INITIAL STATIONERY
DANCE PROGRAMS



CHAS. H. ELLIOTT & CO.
NORTH PHILADELPHIA

CANADIAN
REPRESENTATIVES

A. R.
MacDOUGALL
& CO.

264 King Street West
TORONTO, - ONTARIO

THE "WANT AD."

The "want ad." has grown from a little used force in business life, into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

Quality and Economy are the Siamese Twins of buying. One cannot exist without the other.

The high quality of all "Standard" Blank Books is recognized everywhere.

And those who have proven the pudding by eating it realize that every Standard Blank Book—any kind—any style—represents the most economical value obtainable—at its price.

"Standard" Blank Books

Made by

Boorum & Pease Co.

are strong building stones to a safe and progressive business.

The always safe way for the dealer to increase his business is to sell economical quality. It's the only sure way.

Lasting business and repeating profits come from goods that are reliable.

If he is in business to stay, he knows that re-sales and constant demand are fostered by goods that always make good.

Standard Blank Books make good.

And they are, therefore — the goods that make money.

Our Monthly Publication

is yours for the asking. It is a valuable appendix to all the "Standard" catalogs, and will help you keep up-to-date on new ideas and changes. Sent free on request.

Boorum & Pease Company

Manufacturers of

STANDARD BLANK BOOKS

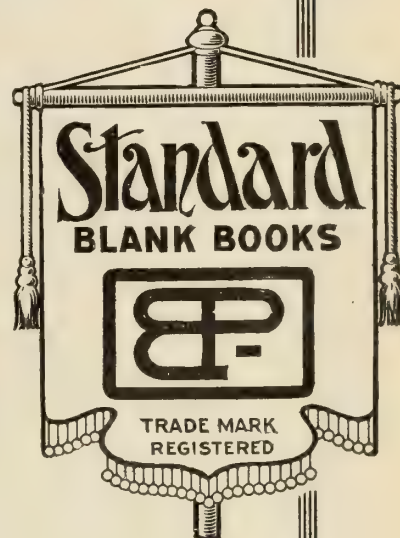
"The Line of 10,001 Numbers"

HOME OFFICES
Bridge, Front and York Sts.,
Brooklyn, N. Y.

FACTORIES
Brooklyn, N.Y.
St. Louis, Mo.

SALESROOMS:
109-111 Leonard St., New York
Republic Bldg., Chicago, Ill.
220 Devonshire St., Boston, Mass.
4000 Laclede Ave., St. Louis, Mo.

**Goods
that
Make Good
are the
Goods
that
Make Money**



FULTON RUBBER TYPE COMPANY

ELIZABETH, N.J., U.S.A.

Manufacturers of "FULTON" SPECIALTIES.

Ask for them by the name "FULTON"

FULTON Rubber Type and Business Outfits.

FULTON Sign and Chart Markers.

FULTON Band Daters and Numberers.

FULTON Juvenile Printing Outfits.

FULTON Toy Stamp Sets.

FULTON Self Inking Stamp Pads.

FULTON Non-blurring Wood Stamp Pads (Patented).

FULTON Quick Drying Stamp Pads.

FULTON Rubber Stamp, Sign Marker, Opaque, Quick-Drying, Water-proof, and "Fill-in" Show Card Gloss Inks.

Each Represents the Highest Quality

These goods are manufactured entirely by us, not merely assembled. This explains **FULTON QUALITY** and **MERIT** and why we can absolutely **guarantee** them.

Write for catalogue No. 27 for Sign and Price Markers, and No. 28 for other Fulton Specialties.

Sell to your customers so that they will buy from you again.

THERE is one magazine that is particularly and peculiarly Canadian; it is gaining more and more the favor and patronage of lovers of things Canadian; its rapid stride forward is due to the fact that it wins the hearts of its readers by the charm of its literature and the delightful surprises that await its patrons every issue—there is always something to look forward to and readers await the coming issues with eager expectancy. That MacLean's is fast becoming the peer of the best in current literature is proven by its constant increase from month to month.

The Family Sketches

series, one of the most entertaining features of the Magazine, is making MacLean's Magazine particularly valuable to Canadians. This series brings to light most charming accounts of interesting Canadian families. In the December number there will appear a dashing description of a fighting Ontario family, with characteristic pictures.

Pen Pictures of Men behind the Kaiser.

These articles, which will appear during the next several issues, will be something unique in Canadian periodical literature. Such articles will appeal strongly to readers of MacLean's Magazine. They give a terse and pointedly accurate description of the masters of German Commerce, Politics and Philosophy. These come from the pen of Mr. Frederic W. Wile, Berlin Correspondent for the London Daily Mail.

Other Writers of Note

including Canadian writers, have interesting contributions in this issue which warrant our readers to expect something especially good, and they will not be disappointed.

The Best Selling Book of the Month

is another feature of the magazine which has won popular favor from our readers. Findlay I. Weaver, Editor of Bookseller and Stationer, writes these articles for MacLean's Magazine. Readers look forward to these articles, which have become an important feature of this magazine. Point out this feature in MacLean's Magazine to your customers, it will mean increased book sales for you.

Booksellers and newsdealers will find it profitable to acquaint their customers with the value of MacLean's Magazine as a family periodical of the highest order and of special interest and education to Canadians.

By increasing the sales of MacLean's Magazine you will get the come-again customer, which is crux of business building. Commence now to push the sales. Fully returnable—no loss, all profit.

THE MACLEAN PUBLISHING CO., LIMITED

143 UNIVERSITY AVE., TORONTO



Opportunity knocks today!

Blaisdell Paper Pencils offer you a live opportunity to build up a comparatively small item of your business into an extensive and profitable trade.

The big men in the big concerns realize more and more every day the decided economy of *Blaisdell's* over the old-style wasteful wooden pencils. A large number of lesser concerns and a multitude of individual users are rapidly "following suit."

The result is that the Blaisdell Pencil has become a leading line with progressive dealers; and a highly profitable feature wherever displayed fairly and pushed according to its merits.

Do you welcome the call?

Do you carry the complete *Blaisdell* line? Do you show them to good advantage in your store? Do you point out their great saving of time and of pencils to the important users among your trade?

If you do not realize how great this saving is write us for convincing facts and figures which it will pay you to know.

Other dealers are reaping the benefits of this opportunity. Why not *you*?

How is your stock of *Blaisdell's* today?

Blaisdell Paper Pencil Co.
Philadelphia

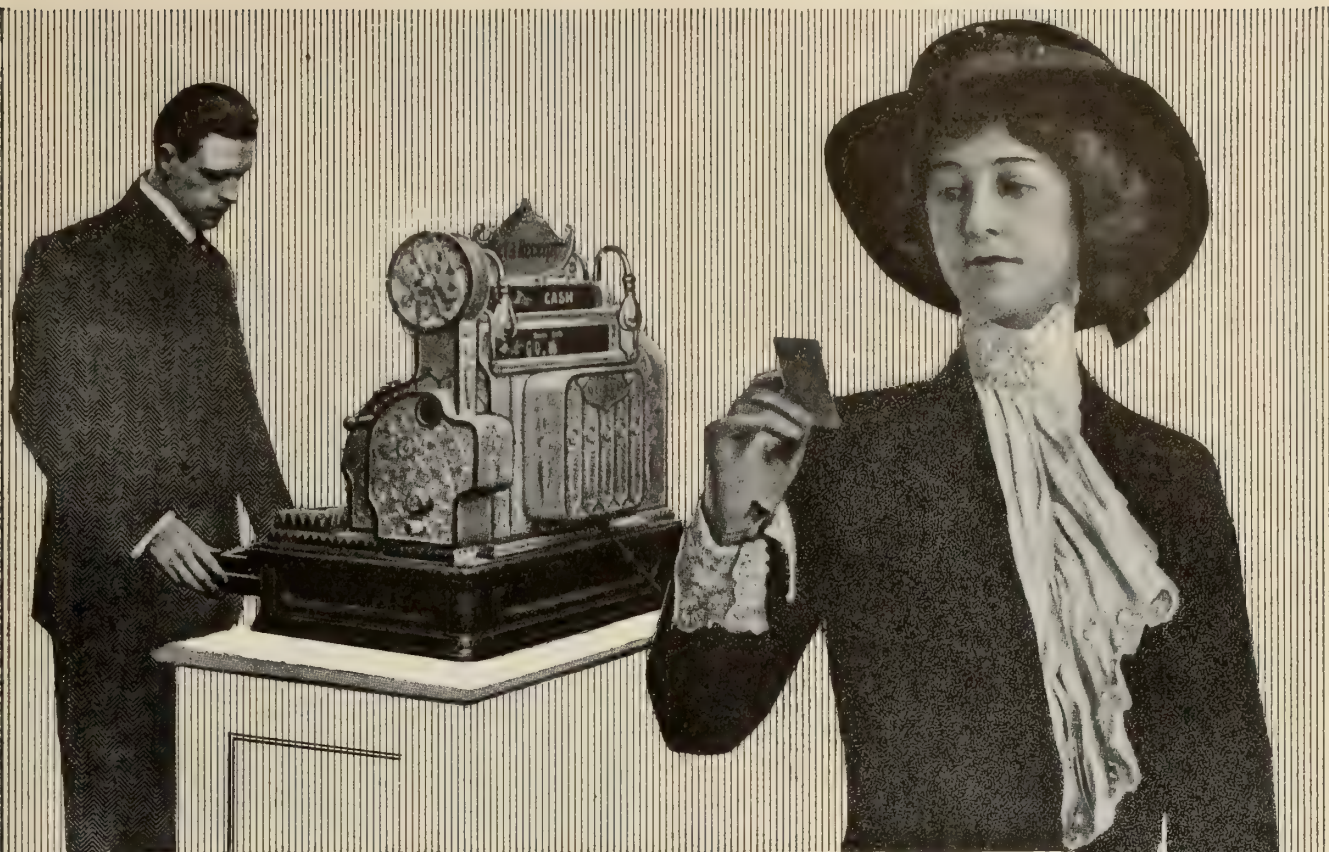
No whittling.
No waiting.

No soiled fingers.
No broken points.



Blaisdell Paper Pencils





Enforced Records Increase Profits

WHEN a printed receipt issued by a National Cash Register is furnished your customers on each transaction, you know positively that your money is properly safeguarded.

The printed receipt going to the customer leaves a duplicate record in your cash register, and enables you to trace the transaction, know who handled it, how much it was, and whether cash, charge, received on account, or paid out.

There is a style and size of National adapted to the needs of your store.
Write for information.

The National Cash Register Company

285 Yonge St.

- TORONTO

Canadian Factory, Toronto

Art Cards, Folders, Calendars, and Post Cards of the sort "Different"

We've been pounding at this for many many months—and it's astonishing how energetically one can pound when they have really good things that cannot help but instill a confidence—a confidence that competition does not shake—a satisfaction that we have more good, tidy creations than any one could imagine grouped together and distributed by one source. Ever strike you that we can give you a better, a more varied selection of art productions, no matter what the amount of the order, than any one Publisher in America? Stretching it—not a bit of it—and they are all censored lines at that. Selling lines, profitable lines and no JUNK.

There are some "Doubting Thomases" that would do well to get in touch with the best of the best. Write to-day—we guarantee any open order up to December 10th.

Any lines in an open order that you think does not suit your trade is returnable within 3 days of the receipt of parcel.

No chance work—not a particle of risk—just a straight business proposition, in which you are safeguarded.

A profitable proposition—and "good-name" producing publications that will do you good.

Send us your open order now. General goods net 30 days draft. Xmas goods net due Jan. 2 draft. State the amount you can handle, and as far as possible how proportioned, and we will do the rest.

The Sutcliffe Co.

77 YORK ST. NORDHEIMER BUILDING TORONTO

Distributors of

"Things Different" in "Likely Things"



Dealers Write for details. Here is something new—a liberal proposition and a chance to win and hold trade.

WHITEDGE EFFICIENCY CARBON PAPER

SHOW IT—IT SELLS ITSELF.

This new Carbon is made with white edges—uncarbonized strips $\frac{3}{8}$ inch wide run lengthwise of the sheet. These white edges prevent smutting of copy due to pressure of typewriter marginal guides. The white edges also prevent soiling of fingers in handling the sheets.

WHITEDGE is clean erasing. It is the only carbon which will not curl in damp weather.

Our WHITEDGE advertising campaign means new trade for dealers.

Let us send you FREE a generous "Show You" Box of—

WHITEDGE CARBON

Canadian Distributors:

THE A. S. HUSTWITT CO.

44 Adelaide Street West TORONTO, ONT.

THE M. J. O'NEALLEY CO.

MANUFACTURERS OF STENCIL BOARDS, OIL BOARDS
HIGH GRADE STOCK
WRITE FOR SAMPLES

SPRINGFIELD

MASSACHUSETTS



Sectional View No. 1

LIVE CANADIAN DEALERS

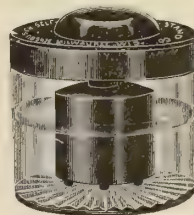
will find it to their advantage to write us at once for Trade Discounts and Terms. Illustrated circulars fully describing our whole line and especially prepared for the Canadian market will be furnished gratis.

WRITE US TO-DAY.

The SENGBUSCH SELF-CLOSING INKSTAND

Has stood many critical and severe tests and has been adopted by thousands of large Corporations, Banks and Business houses in general.

Over 10,000 in use by the UNITED STATES GOVERNMENT.



No. 1

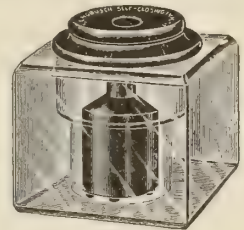
The only inkstand in the world that CLOSES ABSOLUTELY AIR-TIGHT AFTER EVERY DIP — NO EVAPORATION — DUST-PROOF.

FRESH INK AT ALL TIMES, whether ink is in well two months or two years.

SELF-ADJUSTING—UNIFORM DIP—your pen is supplied with just enough ink—no OVERLOADED PENS, causing ink spots and untidiness.

SAVES

75% on YOUR ink
50% on YOUR pens



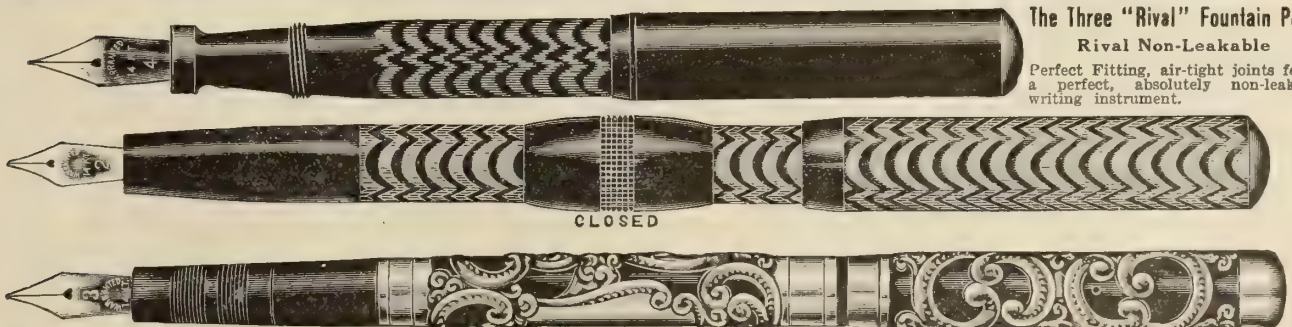
No. 2

Display Cards and Imprinted Circulars FREE.

SENGBUSCH SELF-CLOSING INKSTAND COMPANY

200 STROH BUILDING

MILWAUKEE, WIS.



The Three "Rival" Fountain Pens

Rival Non-Leakable

Perfect Fitting, air-tight joints form a perfect, absolutely non-leaking writing instrument.

CLOSED

NEW RIVAL SELF-FILLER Pen is filled by simply turning the collar in center of barrel to opening. Press hard rubber bar, release and pen is filled. No metal parts to corrode or to rot rubber sack. Has all the good reliable features to be found in any of our pens, plus the special advantage just mentioned. Made in three sizes: No. 22, No. 23, No. 24. Plain Chased and Gold Mounted.

RIVAL No. 3 with Gold or Sterling Silver Filigree Mounting for Holiday and Fine Trade.

Catalog illustrating our full line and giving Prices and Discounts will be sent to Dealers on Request. WE GUARANTEE EVERY PEN.

ESTABLISHED 1884

D. W. BEAUMEL & CO., Inc.

Office and Factory, 35 Ann St., NEW YORK

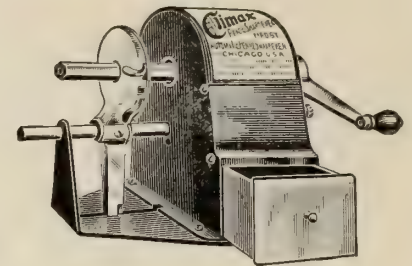
Mr. Stationer—

Your Stock is not complete without the

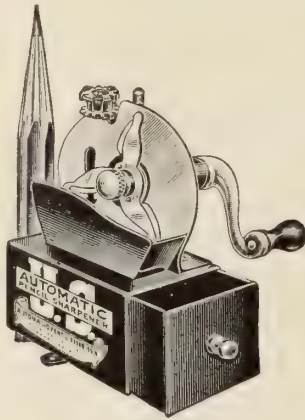
U. S.

Jumbo

Atlas



Climax



Four best selling Pencil Sharpeners

HUGHES—OWENS COMPANY LIMITED

312 Ross Avenue, Winnipeg

MONTREAL

TORONTO

VANCOUVER

TOY PROFIT

There is good profit in a line of Toys—besides, it attracts the family trade and that is the kind that pays.

Successful toymen keep posted on trade happenings, new articles, new ideas of salesmanship and window dressing, where to buy stock, etc.

“PLAYTHINGS”

each month has all the news of the toy trade. Subscription price ONE DOLLAR AND FIFTY CENTS a year postpaid.

Subscribe now and join those who are keeping up-to-date and in the swim.

A sample copy free if requested.

McCready Publishing Co.

118 East 28th Street

New York

A Habit

Using a certain kind of writing paper soon becomes a habit when a satisfactory kind of writing paper has been found. The habit of using

*Crane's
Linen Lawn*

has become fixed on a great many people because they have found in it the most satisfactory paper in shape, texture and price.

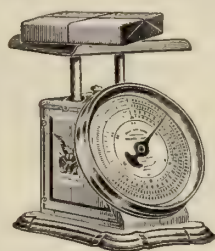
It would be difficult to find a paper better suited to the dealer's needs. You needn't stop to explain its merits, your patrons know it. They have formed the habit of buying Crane's Linen Lawn. Some people in your town haven't heard about it. Tell them in the advertisements which we have prepared for your use. Write us to-day.

Eaton, Crane & Pike Co.

Pittsfield, Massachusetts

USEFUL HOLIDAY GIFTS**Don't
Guess!**

"Pelouze" Postal Scales
are scientifically made. They
show exact weight in ounces,
also cost in cents on all classes of mail matter.



Mail and Exp. 16 lbs.
Commercial 12 lbs.
U. S. 4 lbs.
Victor 1½ lbs.

National 4 lbs.
Union 2½ lbs.
Columbian 2 lbs.
Star 1 lb.
Crescent 1 lb.

Banks and large business houses
use "Pelouze" Scales because
of their accuracy, reliability and
durability.

Made in several styles.

Ask for a "Pelouze" Scale

For Sale by the Best Dealers

Order through your Jobber

Pelouze Manufacturing Co.

232-242 E. Ohio Street
CHICAGO

**HIGGINS'
TAURINE MUCILAGE**

THE demand for a clean,
tenacious and pure mucilage,
secure against the
corrosive influences affecting
the average product in this line,
induced us to put upon the
market Higgins' Taurine Mucilage.
It avoids the defects of
the cheap and nasty dextrine
and the dear and dirty gum
mucilages. It is stronger,
catches quicker and dries more
rapidly than any other mucilage,
and is perfectly clear, clean,
non-corrosive, non-sedimentary
and pleasant to sight and scent.

It is put up in both bottles and
safety shipping cans, and will be found not only
convenient for use, but entirely satisfactory so far
as its working qualities are concerned. It will
please your trade.

HIGGINS' AMERICAN DRAWING INKS
BLACKS AND COLORS

The Standard Liquid Drawing Inks of the World

CHAS. M. HIGGINS & CO., Manufacturers
NEW YORK CHICAGO LONDON

Main Office and Factory, BROOKLYN, N.Y., U.S.A.



*The Gift Pen
of Quality.*



SWAN
Fountain Pen

Prepare for Xmas Trade: An extensive advertising campaign to popularize the "Swan" is now at its height. You should reap the benefit from this in increased Christmas trade. If you do not already carry "Swan" Fountain Pens you are missing a steadily growing and lucrative trade. The "Swan" keeps persistently ahead of the popular standard by which fountain pens are measured. The purchaser of a "Swan" discovers after years of use that he bought a much better pen than he had expected. That is the kind of satisfaction you want to give your customers. The "Swan" writes smoothly with a velvety touch, will not leak or blot and stands up to hard usage as no other fountain pen will.

There is a generous profit for the dealer in "Swans." Write for full information immediately.
We have very attractive window displays which will be sent you on request.

Mabie, Todd & Co. 124 York Street, Toronto

HEADQUARTERS, LONDON, ENGLAND

NEW YORK

CHICAGO

PARIS

BRUSSELS

SYDNEY

STEPHENS' INKS

You should order your Winter supply now.

We have a large stock of Stephens' Inks in glass and stone. All sizes.

Price list on application.

Mail orders promptly filled.

Smith, Davidson & Wright, Limited

Wholesale Stationers
and Paper Dealers
VANCOUVER, B. C.

LOOSE LEAF METALS

or

Complete Books

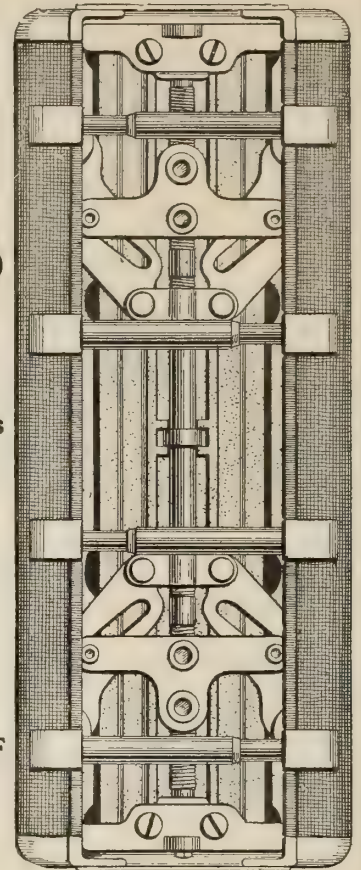
TRADE ONLY

Send for Prices.

They are right.

**BRITISH LOOSE LEAF
MFRS., LIMITED**

25 Finsbury Street
LONDON, ENG.



"Sports" Playing Cards

The Best
Value
in the
Market

One
of
Many
Varieties



LACROSSE DESIGN

Leaders in
a second
grade
Good
Luck
and
St.
Lawrence

Special card for whist players, Colonial Whist
We are headquarters for Playing Cards—Made
in Canada—Style and finish equal
to Imported Cards.

**Advertising Cards of all sorts, Novel designs
Sorted Litho. and Book Papers**

FOR SAMPLES AND PRICES APPLY

**CONSOLIDATED LITHOGRAPHING AND MANU-
FACTURING CO., LIMITED**

Successors to The Union Card and Paper Company, Montreal

The Drysdale Company, Inc.

CHICAGO and NEW YORK

Valentines—a choice selection of
exclusive ideas and designs, in
photogravure and hand colored.

Post Cards—25 subjects, artistic,
sentimental, and refined comic.

Mounts at 10 and 25 cents.

Folders, in red envelopes, to retail
at 10 and 25 cents.

Cards, in red envelopes, to retail
at 10 cents.

Ideal Heads and Mottoes, in red
folders, to retail at 35 cents.

A dainty assortment, **in the
Drysdale quality.**

The Drysdale Productions can be
obtained from

The Sutcliffe Co.

TORONTO

Chicago Office :
209 So. State Street

New York Office :
454 4th Ave.

Perry's World-famed Pens



Perry & Co., Limited, are the largest makers of Steel Pens in the world.

QUALITY UNSURPASSED

ENQUIRIES SOLICITED

Special attention given to orders for Imprint Pens.

WORKS AND HEAD OFFICES:

Lancaster Street,
BIRMINGHAM, - ENGLAND

Stafford's Inks

Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S.S. Stafford's Inks

Wm. Sinclair & Sons

(STATIONERS)

Limited

Makers of all
kinds of cheap
**BLANK
BOOKS**

Head Office and Factory:

Albert Works, Otley, Eng.

LONDON, ENGLAND:

Champion House, 15 Aldersgate St., E.C.

We are headquarters
for all the English
Xmas Periodicals
and Magazines.

A representative line of the
leading fiction always on hand.
Place your order with us now
for your Christmas require-
ments. List on application.

THE
**WINNIPEG NEWS
COMPANY, LIMITED**

GREGG BUILDING

56 Albert Street, Winnipeg, Man.

A.W. FABER **"CASTELL"**

THE FINEST AND BEST **DRAWING**
COPYING **PENCILS IN EXISTENCE.**
COLOURED

"**CASTELL**" Drawing Pencils made in 16 degrees are unexcelled for smoothness, uniform graduation and durability.

"**CASTELL**" Copying Pencils, black lead, hard, for carbon copies.

"**CASTELL**" " " " "soft, for writing purposes.

"**CASTELL**" " " violet lead, soft and hard.

"**CASTELL**" Polychromos Pencils in 60 different colors, light proof.



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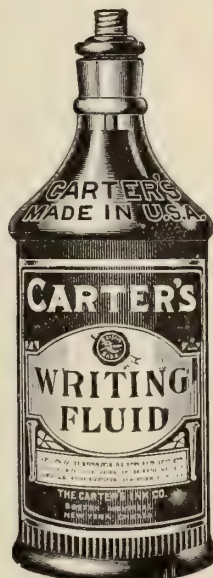
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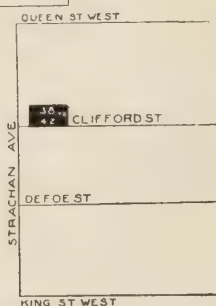
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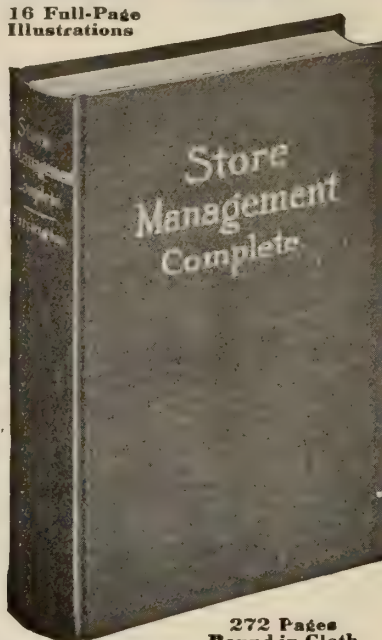
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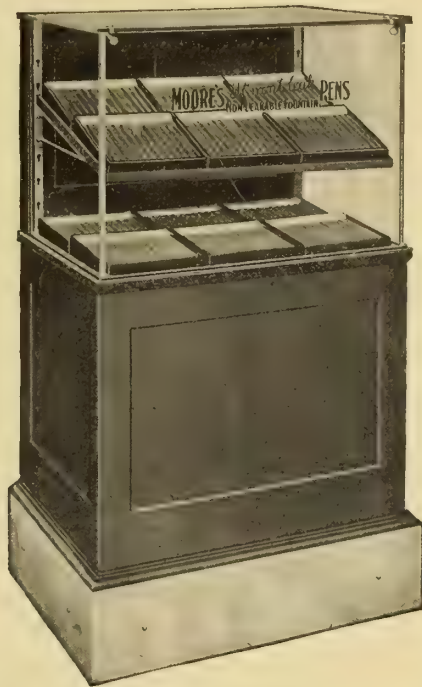
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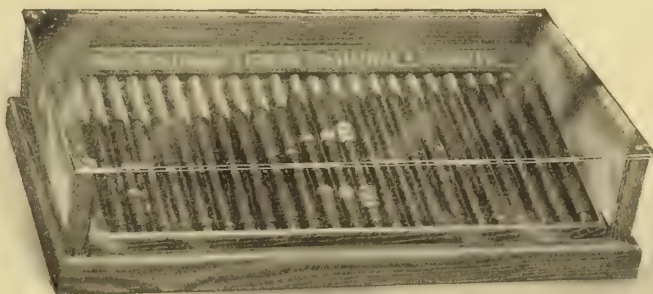


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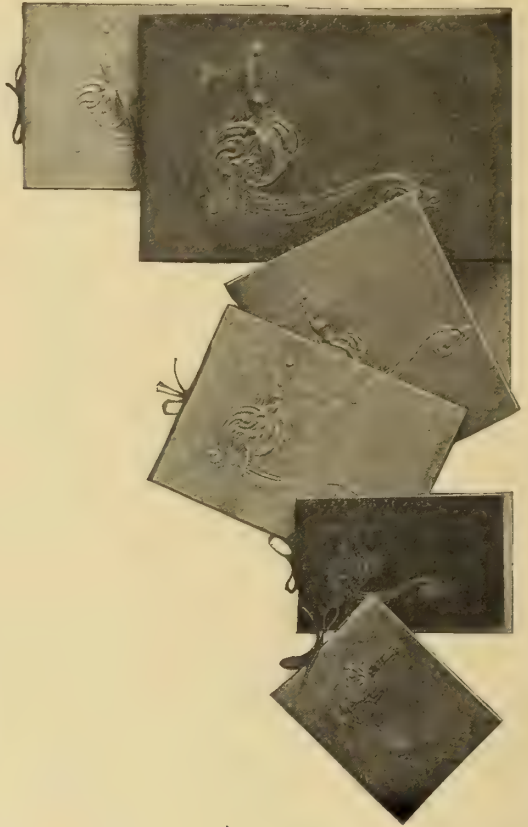
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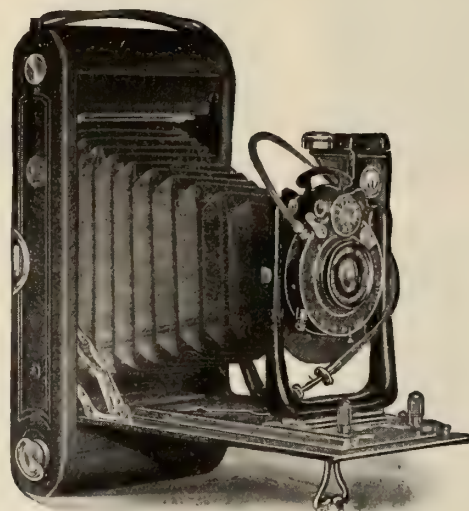
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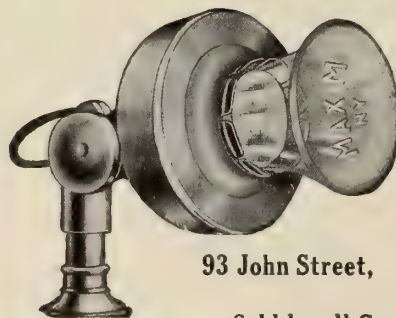
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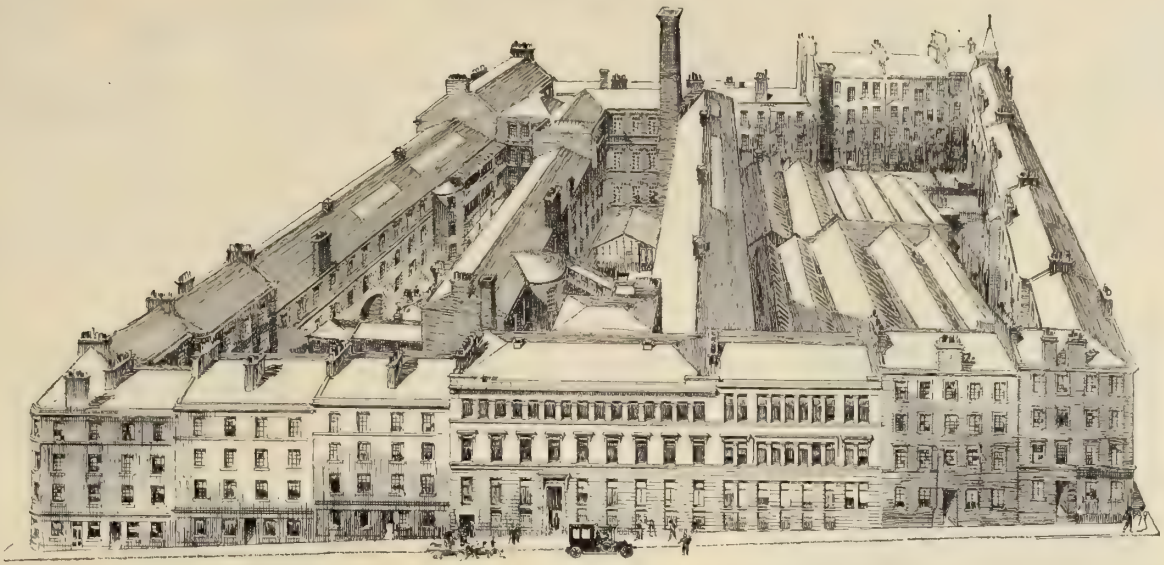
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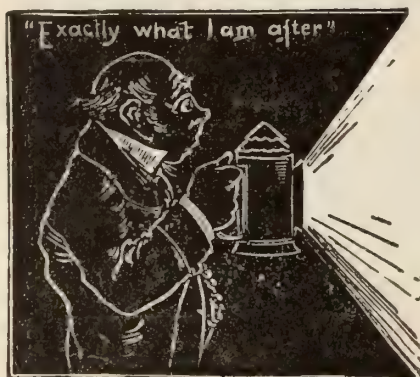
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CHEAP EDITIONS
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COMIC OPERA SCORES

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How to Increase Your Christmas Trade

Begin to-day to introduce such publications as those referred to above among the people who come into your store—advertise them, circularize your trade, use the telephone and stir up interest generally. The more you do this the better results will you obtain. You will get people so interested that they will talk about these interesting publications and so advertise your store most effectively.

The same methods should be adopted in the case of

Christmas Annuals and Holiday Books Generally

We have extra supplies of the English Christmas Numbers ready to rush to you as soon as your present supply is sold out. Now is the time to actively solicit this business, before the big shopping crush of the last week of Christmas trade.

CHECK UP YOUR STOCK and see that you have a sufficient supply of these lines. Your orders will have our prompt attention.

OUR BUSINESS IS TO SATISFY YOU.

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 254 Lagauchetiere St.

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 91 Church Street

WINNIPEG
 14-16 Princess Street

Mainly About Ourselves

RESULTS.

C. B. Warburton, bookseller and stationer, Wilkie, Saskatchewan, when called upon by one of Bookseller and Stationer's circulation men, said he was governed by Bookseller and Stationer in nearly all his purchases of books and that he considered the department devoted to reporting the best selling books as being an invaluable feature.

Mr. Warburton had just ordered an automatic pencil sharpener as the result of seeing it advertised in Bookseller and Stationer.

This is practical evidence as to the value of trade paper advertising.

It doesn't matter how the business comes, whether by mail or through the traveler, the significant point being that judicious advertising creates business.

It is advantageous to the dealer, because he reads the paper at a time when he can give the question his attention, thus, although he may not immediately sit down and rush away an order, he knows something of the merits of the goods and when the traveler comes along, it is not necessary for the latter to spend a lot of time explaining the proposition.

Advance knowledge thus gained by the dealer, makes it easier for both the merchant and the traveler to come to terms, not the least advantage being the favorable attitude on the part of the merchant which a strong advertisement of a good proposition can be depended upon to establish.

Every traveler will appreciate the importance of that point and endorse the policy of making his part of the selling campaign smoother by means of effective co-operation in the way of trade paper publicity by the firm he represents.

SPECIAL SERVICE.

As the result of information obtained by calling at the office of Bookseller and Stationer, a man about to open a new store in an Eastern Ontario town proceeded to several Toronto wholesale houses and made purchases. Since then, he has written us that these purchases proved satisfactory and that he will continue to purchase from these wholesalers.

We are continually supplying information to men about to begin business and furnishing established firms with special information as to where to get particular lines which they have not heretofore handled.

This is special service which increases the value a subscriber gets for the dollar he pays for the paper itself.

Co-operation is a big word with a big meaning. Bookseller and Stationer understands and practices it and as a result benefit accrues to all concerned.



PRACTICAL INFORMATION.

In this issue there will be found a wealth of suggestions, that, if acted upon, will show dealers the way to increased Christmas business. Read the editorials bearing directly upon holiday business and the practical examples set forth under "Good Advertising" and in the department devoted to fancy goods and toys.

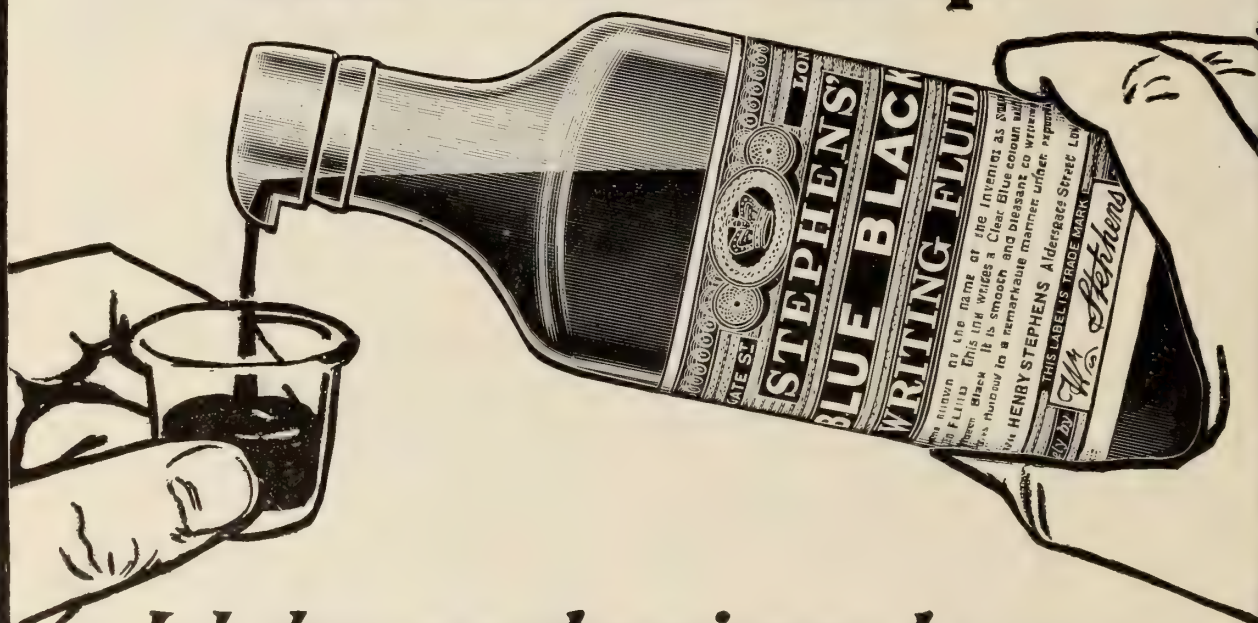
Mr. Le Hain, in the photographic department, devotes special attention to schemes for promoting Christmas camera sales.

An important letter from Mr. Wise, dealing with the possible effects of parcel post, is of vital interest to booksellers in the far West.

Every page contains information of value to every retailer.

Stephens'

NEW GLASS BOTTLE
has a well-made lip
— pours perfectly
and averts drip.



*Ink does not deteriorate because
lip permits perfect corking.*

Any of the following wholesale stationers will be glad to supply you

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Brown Bros., Limited, - - - - - Toronto
Buntin, Gillies & Co., Limited, - - - Hamilton
Clark Bros. & Co., Limited, - - - Winnipeg

Smith, Davidson & Wright, Limited, Vancouver
J. & A. McMillan, - - - - - St. John, N.B.
Barnes & Co., Limited, - - - St. John, N.B.
A. & W. McKinlay, Limited, - - - Halifax, N.S.

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Books and Parcel Post

Effects of Zone System.

Editorials on the coming of parcels post and the advisability of preparing for it, have appeared in the last two issues of *Bookseller and Stationer* and various references have been made to it during the year but a point not touched upon is brought out in the following communication from the head of the Macmillan Company of Canada, which will be read with profit to all Canadian booksellers, and particularly those in the far Western provinces:

Toronto, October 29, 1913.

F. I. Weaver,

Editor Bookseller and Stationer,

Toronto.

Dear Sir:

It may be presumption on my part to assume that you are not keeping in close touch with the possible effect of Parcels Post regulations which may come into existence in Canada at no remote period. If that is so do not trouble to read the following suggestions. If, however, I have managed to touch a point which may not have occurred to you, do you not think it would be well for those booksellers in what would be the farthest zones to join together in a protest or perhaps application to have these points carefully considered before including them definitely as part of any projected Parcels Post regulations?

In the United States it is proposed to consolidate third and fourth class mail matter, which by so doing will mean an increase over the present third class rates of printed matter, or will discriminate in behalf of one section of the country as against another.

As I understand it, the consolidation of third and fourth class mail matter would work not only to the detriment of the interests of booksellers, publishers, stationers, department stores, jobbers and all others who handle books as general merchandise as well as the merchants engaged in the manufacture of them, but would result in great loss of revenue to the Government.

Taking a four pound package in the United States as a basis: Instead of the present third class rate of 32c in the 6th, 7th and 8th zones (on a basis of two ounces for one cent) the Parcels Post rate in these zones would be respectively 37c, 41c and 48c. While of considerable advantage to those in certain zones, would it not work to a great disadvantage to those doing business in the others?

Again, permit me to invite your attention to *The Publishers' Weekly* of February 15th, 1913 (page 519), where it is shown that a package weighing 32 ounces under the present third class rate would cost 16c, and one weighing 34 ounces, 18c—to any part of the world in the postal union. The same packages under the Parcels Post rate would be as follows:

First Zone	Second Zone	Third Zone	Fourth Zone
8c and 11c	10c and 14c	12c and 17c	14c and 20c
Fifth Zone	Sixth Zone	Seventh Zone	Eighth Zone
16c and 23c	19c and 28c	21c and 31c	24c and 36c

Showing again that all beyond the fifth zone suffer a gradually increased rate.

Moreover, by reason of the discriminatory effect of the zone system in case of parcels for distant points, publishers and booksellers on the Atlantic or Pacific coast would

be under serious disadvantage as compared with those in the Central West for instance.

Again, may I invite your attention to the fact that if the third and fourth class matter are consolidated it means not only an increase of 100 per cent. in the mailing charge of circulars, catalogues, etc., but would in my opinion, result in very serious loss of revenue to the Government.

Perhaps a clause in the following language might well be inserted to cover the case: "That the rate of postage on third class matter be one cent for each two ounces or fraction thereof; that third class matter may also be mailed by Parcels Post and when so mailed shall be entitled to the Parcels Post rates."

In this way we would all be on common ground: that is to say, if one were in a zone where it would be an advantage to use Parcels Post rates, he ought to be permitted to use it; on the other hand, if the third class rate works to his advantage, permit him to use that. In any event, the revenue to the Government would not be decreased; on the contrary, considerable new business and very greatly increased revenue would ensue if such a plan were adopted.

The history of postal regulation shows that in the past all the enlightened nations of the world have favored books and printed matter for obvious reasons, affecting education and culture. It would seem a serious backward step to discriminate against this class of matter in Canada in the Twentieth Century.

I hope some discussion may be evoked on this whole question of Parcels Post, so that when it is definitely announced that the matter is coming up for immediate discussion the publishing and book-selling interests may join in procuring rates which will be beneficial or at least not be detrimental to either business.

Yours very truly,

FRANK WISE.

FIFTY CARDS.

In some communities the order for fifty cards is the rule, in others an order for fifty cards is seldom handled. Why encourage orders for fifty cards which take as much time in every stage of going through the house, except a little shorter time in the printer's hands, as an order for a hundred? It is said that the considerable difference in the plate printers' day's work in some Eastern cities as compared with certain Western cities is because the East encourages the fifties and the West has cultivated their trade to order in hundreds. Fifty requires the same office expense, delivery, ticket, billing, packing, etc., that a hundred requires.

We know of certain engraving houses that do not mention any quantity in their price lists under 100 and interviews with proprietors in those sections where the 100 or more order is the rule say that cities, for instance, like Philadelphia, and Baltimore, where the half-hundred is in vogue can gradually work away from it if they will cease featuring the smaller quantity. It appears to us to be worth while trying. Reprints of fifty cards at the prices which obtain in many cities put that item in nearly the same class as the one quire stamping order.—*Engravers' Bulletin*.

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Manager

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PUBLISHED MONTHLY.

THE HOME STRETCH.

It is not yet too late to launch a "double-your-holiday-trade" campaign. Christmas is only a month away, but that month will see your sales reach the high-water mark. To surpass your 1912 record should not be a difficult task because you have the experiences of last year to guide you in avoiding the mistakes made then and in doing those things which you ought to have done last year, but didn't. That, however, is not enough. The thing to do is to adopt new tactics, enthusing your staff and organizing all your resources with the end in view of realizing to the fullest extent the possibilities of December trading. Systematize your campaign and get the co-operation of the whole staff in this preliminary work. Then with the month's work planned ahead and everybody full of enthusiasm, you will go into the strenuous home stretch of the 1913 race for business and finish so far ahead of previous performances that the exultation will carry you into a year of unprecedented accomplishment during 1914.

KEEP FULLY POSTED.

Every bookseller can do an increased book business and materially add to his holiday trade profits by featuring sets of books. It is advisable to have sets of Shakespeare, Dickens, Scott, Thackeray and as many others as can be advantageously stocked, but even if the town is too small to apparently warrant the carrying of more than two or three sets, the dealer can sell other sets if he will get after this business in earnest. Every dealer should keep fully posted by carefully examining the catalogues of the different publishers. Sometimes this is quite a contract, considering the size of some of these catalogues and the large numbers that are issued. If time presses, the dealer will get the gist of the more important offerings of the leading publishing houses by carefully reading the announcements given in each successive issue of Bookseller and Stationer.

That is one of the big benefits the trade paper is to the merchants. It provides a medium whereby the bookseller gets information in condensed form about the more important offerings of the different publishers all readily available, concisely set forth and enabling the dealer to get the cream of the information contained in the catalogues without spending the time that the reading of every page of every catalogue would entail.

Take for instance the advertisements of book publish-

ers in this issue. Coming out just at the beginning of the very best month of the whole year, these publishers are doing the booksellers a real service in thus affording them concise information about books that are essentially published for the Christmas season. These announcements will suggest to the dealers, ideas that will enable them to do more business and make more money right now in this 1913 Christmas season.

The same argument is applicable to other lines as well as books and more and more it is becoming apparent that the Canadian booksellers who are making the most progress are the men who realize the necessity of keeping abreast of the times by intelligently using Bookseller and Stationer. The trade paper is a valuable link between wholesaler and retailer.

The manufacturer, the publisher or the wholesaler, as the case may be, buys space in Bookseller and Stationer because it pays him to do so. If it didn't, there would be no trade papers. So in reality the merchants are indebted to the various producing and distributing concerns for the existence of the trade press.

It is the attention of the wide-awake dealer who realizes the value of thus keeping thoroughly posted that makes advertising pay and therefore it is obvious that the merchant who does not read his trade paper is handicapped because of the advantage thus given to the merchant who reads and uses the information gained in his reading.

CHRISTMAS—AND COLLECTIONS.

The approach of the season of gift-giving brings up many considerations from the standpoint of the retail merchant. For the time being let the retailer look at it from one phase of his many-sided activities only, that of collections.

Viewed from the standpoint of a credit man, the Christmas season gives plenty of room for apprehension. It is a time of unparalleled extravagance when people, quite sane at all other times, permit themselves to run amuck. Money is thrown around with profuse prodigality. The result is that the passing of Yuletide leaves the public short of purse and in the grip of a conscience-stricken reaction toward parsimony. After Christmas is an extremely difficult time to make collections.

Unless the merchant desires to let the accounts on his books run for several months longer, he had better bestir himself to collect them now, before the holiday expenditures have had any effect on purses. Collect while money is still plentiful. It will be much easier to collect now than at the first of the year, not to mention the inconvenience resulting when one has to wait that long.

SUBSCRIPTION BUSINESS.

In reckoning the profit possibilities of your December trading by all means include earnest effort in the way of appeals for periodical subscriptions. Hundreds of subscriptions are annually mailed from every town, which the local dealers could have if they went after them. You can quote the same prices, and very often better rates, than these people are now spending for their newspapers and magazines. Put cards in your windows and in conspicuous spots inside the store, advertising this branch of your trade. These cards will be silent salesmen that will always be on the job attending to your business. Include notice of your subscription department in your newspaper advertisements as well and circularize your trade. Add to all this, consistent personal solicitation and the net results will surprise you. The best part of it is not the profit you will have made on this year's work, but you will have

built up a connection that will bring most of these orders back to you again next year, with all these people telling their friends and so bringing you more subscribers. A little contemplation will reveal to you the great cumulative possibilities of this method of fostering the periodical subscription branch of your business.



A NEW YEAR TRADE TIP.

Year books and office diaries provide the retail bookseller with the means of greatly adding to his ordinary receipts toward the end of the year and in the early days of the New Year. Some of the annuals are more important than others and the reader will readily call to mind those which command the readiest sale. These publications should be the basis of a systematic campaign for orders. Practically every business man and professional man can use one or more of them to material advantage. The best of these books are so comprehensive in their scope that they have come to be considered by many to be essential to the proper conducting of business. That being the case, can you think of many articles with such excellent selling points? Similar arguments may be applied to office diaries and desk calendars. You have customers who come back to you year by year for these. What better proof could you want that it pays to develop business of that variety? Get others started in the use of these articles this year. These new sales will not only boost your total receipts for the present season, but will automatically continue to increase your takings each year. Those are the kind of sales upon which to concentrate your effort in building up a bigger business.



KEEP YOUR CREDIT GOOD.

To keep his credit good the business man must do exactly as he agreed to do. Whenever credit is extended to him it is not for life, but for a certain specified time, either as he has agreed, or for the regular terms of the house from which he buys. To keep his credit good with the house he should be very careful to make his payments exactly when they become due, or before.

There is nothing that will strengthen credit more than prompt payments, and there is nothing that will weaken it quicker than failure to pay promptly. Always bear this in mind, and pay when you agree, even if you must borrow the money with which to make the payment. Just bear in mind the fact that the man from whom you buy has his obligations to meet, just the same as you have yours, and he is figuring on your money coming in promptly. You know how badly you are inconvenienced when your customers do not keep their promises, and the rule works the same with your creditors.

It makes no difference how wealthy the house is from which you are buying; for the larger the house the larger its obligations, and the surer it must be to meet them promptly. It is very particular to keep its credit entirely beyond question, and if a big house feels this way about it, the small dealer should feel the obligation all the greater to do the same.



MAIL ORDER HOUSES BUY NEWSPAPERS.

The big departmental stores continue to extend their interests in or control of the daily newspapers in Toronto, Montreal, and Winnipeg. A large interest in, if not the control, of another Toronto daily has just been acquired.

This makes three dailies in Toronto in which these mail order houses are financially interested. In Montreal it came out in legal proceedings recently that one of the oldest daily papers there passed some months ago into the hands of the chief owner of a rising mail order house which aims to monopolize the trade in Eastern Canada. There are now nine dailies in Toronto, Montreal and Winnipeg, which are known to be owned by financial interests that include a big store, and while posing as the mediums of public opinion are the organs of these interests. The trade of these houses has grown enormously in these cities where these dailies circulate, but in the other cities and smaller places where there are good local newspapers, they have not made the same gains, because the local newspapers are well edited and are loyal to their local merchants and refuse to carry the advertising of the big city store. The only way in which the big dailies can make headway is by cutting their prices. They get \$3 to \$5 a year in Montreal, Toronto and Winnipeg, but sell in other cities in some cases as low as 50c a year. This does not pay the white paper on which these newspapers are printed, but the heavy deficits are made up by subsidies through big advertising contracts and in other ways, and by the low postal rates. The merchants and newspapers outside of these three big centres should get together and insist that no newspaper should have the privilege of the mails which has a lower subscription price outside than in the centre in which it is published or which sells at less than the cost of the paper used.



ANALYZE YOUR STOCK.

There are various items of merchandise in the bookstores which, while being in year-round demand can be more readily sold, by introduction, at this time of the year when the problem "what to give" is uppermost in so many minds. The merchant and salespeople should give thought to this question and bring the stock under review so that none of these may be missed in the campaign for holiday trade.

Consider albums for amateur photographs for instance. These are steady sellers month in and month out, with naturally increased sales at certain times, especially just after the summer vacation season when devotees of the camera, back from their holidays, want to mount sets of their holiday snapshots together in albums to be sent away to their friends. Some of them forgot to do this at that time so that it might be suggested that it would be a good thing to do this at Christmas time with perhaps a little more money put into the album itself "just because it's Christmas."

There has been a wonderful improvement in the quality and variety of photograph albums coming upon the market in the past few years and to-day there are substantial and artistic leather covered albums even for only a small collection of miniature sized pictures such as those produced by Brownies and Ensignette cameras.

Various sizes are available making up a range that constitutes quite a worth-while line and where not so very many years ago, dealers thought a total of a dozen odd books of this sort an adequate supply for their trade, it is now not an uncommon thing for a dealer to order at one time a \$100 assortment of photograph albums.

It is not necessary to detail the various items of merchandise which can be thus analyzed. These will suggest themselves naturally as you consider in turn the different lines, ever having in mind their relationship to Christmas and all that Christmas means to merchandising.



Athletic Goods, Leather Goods Fancy Goods and Toys

large ad., views were included of what was described as "the finest toy rooms in Western Canada."

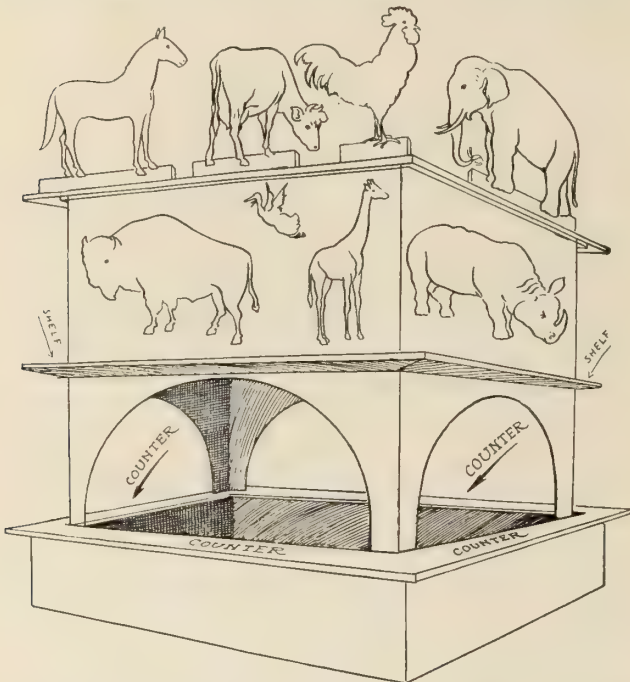
HOW TO MAKE THE "ANIMAL BOOTH."

(Reproduced from "Playthings.")

The framework of this booth should be made in the usual way with pine scantlings and strips with the regular braces at the corners. Ash wood strips should be used for the arches, soaking them in water over night.

Stretch a good quality unbleached muslin over the entire framework and counter, covering same with a coat of glue and water for sizing. The second coat should be glue and whiting.

The animal figures at the top are to be cut from colored cardboard, brown for the horse, red for the cow, yel-



low for the rooster and blue for the elephant—or these figures can be toy animals.

When cut outs are used they must be braced at the back with wood strips in order that they can stand firm. Place the animals on all four sides of the booth. Those that appear upon the muslin itself should be cut from colored paper, and carefully pasted so that they will not curl up.

A TOY SALE.

In a four-column full length newspaper space, the Thompson Stationery Co., of Vancouver, advertised a "Great Removal Toy Sale," listing numerous items at special prices including dolls and doll bureaus, doll pianos, and similar accessories; kindergarten goods; games and toys of various descriptions; wheeled goods; blackboards and children's toy books and picture books. In another

NEW IDEAS IN DOLLS.

Dolls are always one of the main features of the Christmas toy display and there is a remarkable and varied collection ranging from the rag baby to the Parisian beauty in gala dress. The introduction of character dolls brought a new feature into doll-dom and each season sees something new in this line. Sassy Sue, and the hug-me dolls, and the doll with the goo-goo eyes are the leading novelties in character dolls this year though this by no means makes up the list. For baby's delectation there are celluloid dolls that not only are unbreakable, but if put into water will float. Other floating toys are ducks, geese, swans and water fowl.

FANCY GOODS IN BOOKSTORES.

Many of the bookstores in Canada are fancy goods stores as well, this is reflected in a recent newspaper advertisement of Edmonds' Bookstore, of Alliston, Ont., in which the goods advertised under the heading, "It is none too early to think of fancy work for Christmas," included mention of centre pieces, doilies, cushion tops, tray cloths, stamped towels, corset covers, pin cushions, bedroom slippers, corticelli silk, flossillo silk, assorted colors of D.M.C. and embroidery floss. A full line of Berlin wool, Shetland floss and bee hive yarn.

SOME OF THE SEASON'S NEW TOYS.

Following is a summary of a few of the toy novelties of the present season, proving lively sellers as leaders; but which must, of course, be supplemented by the old-timers that are accepted as the essentials of Yule-tide giving.

Mechanical toys for boys are becoming heavier sellers each year. Among those that are being picked up the trade are "hot air motor boats." These are operated by a small spirit lamp placed under a metal air chamber by which the heated air is forced through pipes and provides propelling power when applied against water pressure at the stem of the boat. Several varieties of these are found.

Friction motors are used to operate a number of toys, including the ever-popular automobile. These are more powerful than clock-work. A funny looking porter who dumps out his trunk, propels himself and his truck by his feet, after being wound up. The variety in these goods is almost endless.

A Trainer in Mechanics.

A line that is attracting attention as an educative as well as an amusing gift is what is called a "model builder." These are designed to teach the boy mechanical construction, and include beams, pinions, ales, pulleys, screws, bolts, etc., and with numerous illustrations that go with them enable the child to construct perfect working models of bridges, derricks, fire ladders, aeroplanes, cranes, etc. These come in half a dozen different outfits, and are so arranged that No. 1 can be converted into No. 2 by buying accessory parts, and No. 2 into No. 3, etc.

Sane Trick Toys.

Among "trick" toys is the "surprise camera" which when pressed, allows a long figure, made of covered wire coils, to jump out. Roly poly, or "staggering" toys of celluloid furnish some surprises, especially the ones that after setting down quietly for a moment take a sudden leap and somersault in the air. The cushions that send out a strange music when sat on, are developed along several new lines this year to include dolls and animal shapes. One of the best of these is the "Noisy Boy"—"Touch me anywhere and I squeak,"—who gives out a variety of noises.

"Character" Faces Grow in Popularity.

New inventions abound among dolls, and character faces promise soon to drive out the old line models.

Among these are a good range of celluloid "floating" dolls with jointed head, arms and legs; and dressed character figures with unbreakable heads; and an odd line of "hug me, kiddies," with large, rolling eyes. An oddity is "Whistling Charlie" of composition head and mohair body who is operated by exerting pressure on his "tummy."

A new shooting game has been developed along realistic lines. In addition to a set of scenery, models of birds are attached to trees and ducks to streams, and a small air gun finds these quite life-like targets. It makes the exercise less make-believe.

An "educational" board is arranged for spelling, with figures on the reverse side.

Round crokinole boards are made this year in addition to the hexagon shaped ones, and take up less room. "Fort" games and imitations of billiards are also selling well.

Projecting Colored Pictures.

An entertainment present for old as well as young is a radiopticon, modeled after a magic lantern, but projecting colors on opaque cards, without the necessity for making special slides.

Among other new or improved lines that are likely to attract attention are a "sparkler," formed of an emery wheel and metal pieces which emit sparks when swung round, masks formed of black cashmere coverings for the face with separate mouth, nose, eyes and hood, visible typewriters, bubble blowers with "inside" bubble de-



A STRIKING DISPLAY OF TOYS.
(Courtesy Nerlich & Co.)

Old Favorites Very Much Alive.

Among games a number of new ideas have been introduced that will stimulate purchase, for in this department of Toyland novelties are an essential. This does not imply that Lost Heir, Old Maid, Pit, Flinch, and Parcheesi are out of fashion; they are not, and a big demand for them comes up fresh every Christmas.

New Baseball and Hunting Games.

A new form of baseball, which is worked by twirling indicator, which stops at "base on balls"; "struck out"; "base hit"; "out at first," "home run," etc., and the result worked on a model of a diamond which also is part of the board. The game becomes more complicated—and more real—by the addition of a "sacrifice hit" indicator, and a "base runner" indicator, which can be operated if desired. This game can be played by two or the full eighteen persons.

vice; cash register banks; pianos; English doll carts of wicker, etc. Some of the babies' go-carts have a horse attached to a platform in front, a form of amusement evidently for the young occupant of the cart.

Window Attractions.

Some striking devices are shown to draw attention to store windows during the Christmas season. Among these are the lion that, when wound up, paces back and forth in his cage and utters intermittent roars; a seal that balances a sphere on its nose; a nodding polar bear, school boy and school girl with rolling eyes, and so forth. Several new designs are shown of attractive Santa Claus figures, some fitted with a hand that could hold a toy or circulars announcing varieties of Christmas gifts.



Don't forget that, in 1912, Canada earned, from her soil and her mines, the enormous sum of one billion dollars.

Q "Books for Christmas" should be the slogan in your December advertisements and window cards.

Q There are books to appeal to every man, woman and child.

Q Few other lines of merchandise are so wide in their appeal.

GOOD ADVERTISING



There is a fairly well established theory that the best advertisements are those that either deal with one subject or are systematically divided so that there may be no comparison in the mind of the reader. This criticism applies to the advertisement of G. M. Standish, of Aylmer, which is reproduced herewith. Yet, this is a good example of an advertisement which reflects the stock carried in the store. The heading emphasizes china and glassware perhaps too freely, tending to overbalance books, notwithstanding the fact that books are mentioned first. A better heading would have been: "Books, China, Toys." Especially in the fall, with the holiday season approaching, a composite advertisement of this nature should pay some attention to toys and games, but it will be observed that in this announcement no mention is made of them.

Books, China, Glassware

We have received a lot of New Stock in all these lines. Something well worth examining when you wish to buy desirable articles, either for gift or personal use.

A good list of Magazines and Newspapers kept.

School books, School bags, and School supplies of all kinds.

Choice lines of Stationery, Note books, Memos.

McCall patterns always in stock.

G. M. STANDING

Bookseller and Stationer

An Example of Effective Display.

The word "glassware" in the heading is superfluous because glassware is usually found in any store stocking china.

The typographical display is good and the ad.-writer is to be commended because he has not crowded the space. Were the space completely filled with type, the advertisement would not catch the eye so readily and that is where many an advertisement fails. The ad.-writer should strive to produce an advertisement that will stand out in bold relief from the other matter which surrounds it in the newspaper. This may frequently be accomplished by means of effective illustrations, but this advertisement is an example of advertising where that end is attained without the agency of illustrations.

The announcement of McEachern's is an effective one. This is a good example of an ad. with a "punch." Linen notepaper and envelopes at 10c a box is a good drawing card for many people. It may be argued that there is not sufficient profit in papeteries selling at ten cents a box to warrant devoting valuable newspaper space to advertising them and that is criticism worthy of the most

High Grade Stationery at 10c Box

Prettily colored boxes of Stationery containing 24 quires of medium weight linen finished paper, 2 doz. envelopes to match, blotter and liner, all complete for

Only 10 cents

See our Window.

ON SALE FRIDAY
AND SATURDAY

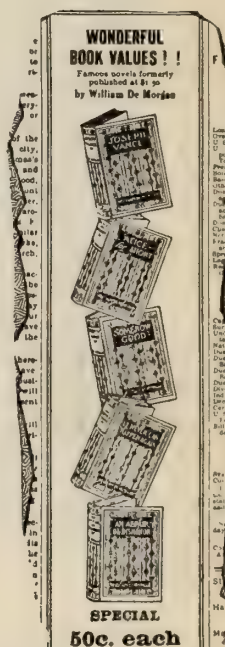
McEachern's

DRUG STORE

Cumberland Street South,

Near Park.

Effective advertisement of a
Port Arthur Store.



A good way to advertise
books.

careful consideration. It all depends upon circumstances. Sometimes a merchant may have an overstock or may have obtained a job line that enables him to put certain goods out at a price that will make them attractive leaders, bringing people to the store and acting as a good lubricant for business. Odd lines are continually accumulating and may be put to good service in this manner. At any rate, it will be admitted that the McEachern ad., which is reproduced here, is one of the sort likely to accomplish such a result.

The example of book advertising illustrated in this issue is one which every bookseller can adopt without any additional expense for the electros because the publishers are willing to furnish electros free to dealers who will use them in their newspaper advertising.

You can and must so conduct your work that "advertising" statements can and will be accepted without discount. When this is done the value of all advertising space is increased. There is a relation between space and confidence and as you instill the latter you enhance the value of the former. It therefore follows that to the degree that you can educate the public to have faith in your statements, you approximately increase the "advertising" value of space, and receive higher value for your financial expenditures.



NOT NECESSARILY WICKED.

Conrad Hell, an ice cream manufacturer of Farrell, Pa., has signs reading, "Go to Hell for Ice Cream," scattered throughout that village.



IDEAS FROM DEALERS' ADS.

Nixon's, Limited, of Moose Jaw, have been advertising wall papers at "trimmed" prices—reductions of one-third to one-half being offered. "These are not old or shoddy papers," says a footnote.



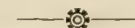
NEEDLECRAFT NOVELTIES.

McKay's Bookstore in a recent newspaper advertisement featured "Needlework Novelties," suitable for Christmas gifts, including: Fancy Work Bags, Cravat Racks, Towel Racks, Guest Towels, Fancy Aprons, Corset Covers, Boudoir Caps. Also a large range of Tinted Centre Pieces and Cushion Covers. Full line of materials for working.



RUBBER STAMPS.

Manley's, of Sarnia, featured rubber stamps in their newspaper space recently, with special notice given to daters, paid and received stamps, pads and ink. "Special stamps made up in two or three days," was another prominent line.



PSYCHOLOGICAL ADVERTISING.

Taking advantage of the coming of Benson's Shakespearian Players to Ottawa, Jarvis, of "The Bookstore," under the heading of "The Shakespeare Revival," advertised that all copies of the plays presented were to be obtained there. This is an idea that can be advantageously adopted throughout the country, because plays are continually being produced that are obtainable in book form or based upon novels and naturally the demand for such books is quickened. Activity on the part of the booksellers will bear fruit in the way of clinching sales which might otherwise be missed, because many people are prone to put off purchases "until some other time." Eventually they lose the inspiration while the dealer loses the sale. They should be influenced at the psychological moment.



POST CARDS FOR PREMIUM USE.

The extent to which post cards and souvenir cards of various sorts are finding their way into the premium catalogs of manufacturers and jobbers should suggest to the trade a profitable outlet for numbers which do not take properly in the localities for which they were printed. This trade will necessitate some special arrangement for making up packages according to the requirements of the premium user, but as his purchases are usually heavy the business will warrant this slightly additional trouble and expense.

THE APPEAL DIRECT.

The babies and the children can be made to carry your message right to their parents. Every baby born in your community should receive a little, inexpensive gift. Not the parents, mind you, but the baby—addressed directly to this important new member of the household. Shoe dealers sometimes send moccasins; some send a rattle; some an inexpensive cap—others a baby record, but whatever it is, make sure it is good and in nowise harmful to the "little stranger."

Children's weeks are splendid advertising—held just the week before school opens. In this, feature children's merchandise—boys' and girls' school clothes, shoes, etc. Make this a get-ready-for-school affair. The souvenir is important for this occasion. These are only suggestions that have been found attractive: toy balloons, pencil boxes, baseballs, tiny dolls, school bags, book straps, or school lunch boxes, etc.—Advertising World.

While the foregoing does not refer particularly to the book and stationery business it can easily be applied to these trades.

Moreover, there is the additional opening to stationers to sell brother merchants small items suitable for use as souvenirs to be given away with their merchandise.



To Promote Efficient Salesmanship

The School Method for Stores.

The promotion of efficiency among employes by school methods has been most successfully followed out by many industrial concerns and a writer dealing with the success of the "One Hundred Point Club" of the National Cash Register Company, and others modeled after it, based on the principle that teaching employes to think right is 100 per cent. better than scolding and correcting mistakes, draws this inspiration for retail merchants:—

"The merchant who has a few clerks in his store—**anxious to progress and make his stores stand out as the most efficient of his neighborhood, or community, can hardly do better than start a school to improve their salesmanship—train them to be careful and accurate in handling money—establish incentives to increase each clerk's sales—in short, to get the results from his business that every proprietor has a right to expect.**

"Merchants can profit from the example set by industrial concerns. They are studying new methods and adopting new methods all the time—training their employes to be more efficient—stimulating ambition—making them feel that they are not 'so-called' cogs in the wheels of industry, but important and effective factors that make business and industry everywhere successful—useful—efficient.

"Just as the human factor in business is demanding greater attention than ever before, so merchants everywhere are coming to realize that men and women—their clerks and employes, are as important elements in their success as the stock of goods they carry, or the location of the store. A good location, and good stock of goods are factors of business success which need no argument here. The third element—trained, efficient employes—the connecting link between store, goods and customers,—requires more attention to-day than ever before from the proprietor. The storekeeper who is to keep pace with the developments of modern business will follow the leaders of industrial education—will teach and train his help through definite methods—through a school for his employes—to accomplish the definite results he is after in his business."

Current News of the Stationery Trade

About Men and Affairs.

Victor A. Smith is the new manager of the Canadian Branch of Mabie, Todd & Company, at Toronto, succeeding J. H. Emmerson. For four years, Mr. Smith represented the manufacturers of Swan pens as salesman, covering both Eastern and Western Canada.

The Western Chalk Company, of Chicago, was incorporated last week, capitalized at \$2,000, to manufacture and sell chalk and crayon pencils. The incorporators are S. E. Taylor, Lizzie Taylor and Charles Elaison.

The Standard Pencil Company, of Hutchinson, Kan., has leased a large factory in the same town and will soon move into its new quarters. With the removal the capacity of the pencil factory, which is now 15,000 pencils daily, will be doubled.

Hazen-Twiss, Limited, the Saskatoon stationers, have moved into a new store at 22nd Street and 3rd Avenue.

J. D. Taylor, bookseller and stationer, Charlottetown, P.E.I., has removed from Victoria Row to Grafton Street.

James K. Pickett, formerly general manager of the Imperial Life Assurance has joined the firm of Menzies & Co., as manager.

The Imperial News Co., have taken new premises at 93½ Church Street, Toronto, where they will have about nine thousand feet of floor space, allowing them to carry on their business to much greater advantage because they have been considerably handicapped by their cramped position in the present quarters.

At the new address they will have window and store space on the ground floor and spacious quarters on the two floors above.

Regina's new departmental store, the C. W. Sherwood Company, was formally and auspiciously opened last month. The arrival of the president, C. W. Sherwood, and heads of the various departments was signalized by a big demonstration in which the Lieutenant-Governor and city officials took part. The new store is located at the corners of Victoria and Albert streets and was erected at a cost of one million dollars.



To Manufacture Stationery

Hamilton Firm Expands.

Hamilton, Nov. 15th.—A new manufacturing concern entering the stationery field in Canada is the National Box Company of this city. This firm have been successfully engaged in the manufacture of paper boxes during the past year and are at present completing the installation of machinery for the production of papeteries, tablets and envelopes, to cover the chief requirements for social and commercial use.

A representative of Bookseller and Stationer visited the company's plant on Cumberland Street, and the manager, R. Tresidder, showed him a series of drawings to be reproduced on the tops of stationery boxes. Mr. Tresidder said it would be the company's aim to put out thoroughly creditable productions and in line with this, care would be taken to make substantial and easy-fitting boxes for the papeteries with top designs of a distinctive nature. He pointed out features of their envelopes to ensure efficiency in sealing, avoiding misfits by which envelope flaps are frequently gummed to the contents.

Mr. Tresidder expected to have the envelope machines in operation early in December. The policy of the firm will be to market their output through the trade.

Harold Copp, who has since his boyhood been connected with book and stationery wholesaling and by reason of his long experience on the road is known throughout the trade in Canada, has just returned to Toronto after quite an extended visit to England and Scotland, where he completed arrangements to represent in Canada several large publishing and manufacturing concerns. He has opened an office and sample rooms in the Wesley Building at 33 Richmond street west.

Among the firms he is representing is the Glasgow firm of Blackie & Sons, with whose extensive range of books the trade is familiar. Another is the firm of Morgan and Scott, of Paternoster Row, who have been selling in Canada, but only to a limited field. This firm publishes religious books, fine art productions such as text cards, wall texts, Sunday school requisites and strongly feature musical publications of a devotional nature, including Moody and Sankey's "Sacred Songs and Solos," which are brought out in various bindings from 2d. editions up to morocco bindings. They publish song books for festivals, services of song as well as anthems and hymn sheets for evangelistic and other special occasions.

Another Glasgow firm he will represent in this country is the wholesale stationery manufacturing firm of Marr Downey & Co., who manufacture writing paper, account books, in all standard sizes and rulings and general stationery lines.

Another firm on his list is that of Harper Woodhead & Co., already widely known in Canada as manufacturers of Christmas cards, personal greeting cards, calendars and similar productions.

He will represent also John W. Farrington, manufacturer of small leather goods; Lewis Wild, manufacturer of a general line of toys and H. A. Coombs, London, maker of a wide range of carded goods for stationers.

The consummation of these connections with British firms is another indication of the increased attention being devoted by wholesale concerns in the Old Land to the intelligent development of trade with Canada. These firms realize the need for special effort in meeting requirements peculiar to Canadian conditions.



NEW PAPER WAREHOUSE.

Victoria Paper and Twine Co., Limited, have completed negotiations and commenced the erection of a solid stone and brick, heavily, mill constructed paper warehouse, which will be located on the south side of Wellington Street W., Toronto, immediately adjoining the Loretta Abbey property. The new warehouse will be four storeys, with a fifty foot frontage, and a depth of 210 feet. Each floor will have a net area of 10,000 square feet. The equipment and shipping facilities will be complete in every detail. The new building will be ready for occupation about March 1, 1914.



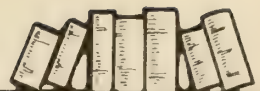
It is well to have visions of a better life than that of every day, but it is the life of every day from which elements of a better life must come.—Maeterlinck.



After hearing so much doleful talk about tight money and hard times, some business men are being shown by their reports that they have actually done more business this year than in 1912.



Books



List of the Best Selling Books

Canadian Best Sellers.

1. The Inside of the Cup. (Winston Churchill) 187
2. The Woman Thou Gavest Me. (Hall Caine) 157
3. Laddie. (Mrs. Gene Stratton-Porter) 142
4. The Iron Trail. (Rex Beach) 108
5. The Broken Halo. (Florence Barclay) 52
6. The Business of Life. (Robt. W. Chambers) ... 47

Best Sellers in the United States.

1. The Woman Thou Gavest Me. Hall Caine.
2. Laddie. Gene Stratton-Porter.
3. The Inside of the Cup. Winston Churchill.
4. The Broken Halo. F. L. Barclay.
5. The Business of Life. R. W. Chambers.
6. The Way Home. Basil King.

Best Sellers in Great Britain.

(Compiled for Bookseller and Stationer by W. H. Smith and Son.)

- The Coryston Family. Mrs. Humphrey Ward (Smith, Elder.)
 Notwithstanding. May Cholmondeley (Murray.)
 Lord London. Keble Howard (Chapman.)
 Red Wrath. J. Oxenham (Hodder.)
 Where Strange Roads go Down. Gertrude Page (Hurst and Blackett.)
 Indiscretions of Dr. Carstairs. By A. de O. (Heinemann.)
 Joy of Youth. Eden Phillpotts (Chapman.)

Publishers' Best Sellers.

Bell & Cockburn.

1. The Way of Ambition.
2. Sunshine Sketches of a Little Town.
3. John Barleycorn.

William Briggs.

1. T. Tembarom.
2. The Story of Waitstill Baxter.
3. Otherwise Phyllis.

The Copp, Clark Co.

1. The Judgment House.
2. The White Linen Nurse.
3. Notwithstanding.

Cassell & Co.

1. Candlelight Days.
2. Prairie Fires.
3. Spirit of the West.

J. M. Dent & Son.

1. William Adolphus Turnpike.
2. Twixt Land and Sea.
3. Passing of Oul-i-But

S. B. Gundy.

1. The Keeper of the Vineyard.
2. Doc Williams.
3. Heart of the Desert.

Hodder & Stoughton.

1. Eldorado.
2. The Poison Belt.
3. General John Regan.

Thomas Langton.

1. Laddie.
2. Within the Law.
3. The Point of View.

Macmillan Company.

1. London.
2. The Inside of the Cup.
3. Van Cleve.

McClelland & Goodchild.

1. Making Over Martha.
2. The Garden Without Walls.
3. Fatima.

McLeod & Allen.

1. The Custom of the Country.
2. The Business of Life.
3. Madcap.

Musson Book Company.

1. The Woman Thou Gavest me.
2. The Iron Trail.
3. Gold.



Misstatements About Canada

Fair Reports Wanted.

Reports remarkable for their inaccuracy are sometimes sent out by the Canadian correspondents of British periodicals and this applies to some of the "intelligence" included in the budget of Canadian items appearing in the issue of October 24th of "The Bookseller," published in London, England.

The contribution is unsigned and consequently there is no clue as to the identity of the correspondent, but the writer cannot be familiar with book trade conditions in Canada. For instance, in noting the failure of the recent effort to reorganize the Booksellers' and Stationers' Association, it is stated that there is "no community of interest in the bookselling trade in Canada and in most places it is an adjunct to drugs or stationery or wallpaper."

This is a libel on the many fine bookstores to be found throughout Canada. As to an organization, there is a real need for one, but the fact that there is none is not due to there being no field for association work, but because the booksellers of Canada have not sufficiently appreciated their "community of interest" and the need for presenting a united front by means of trade organization to promote and conserve their mutual well being.

And the failure of the recent "attempt" at reorganization was really due to inaction on the part of the officials of the Retail Merchants' Association of Canada.

Then look at this item: "Hall Caine's 'The Woman Thou Gavest Me,' made a stir here, partly on account of the report that the circulating libraries in England had banned it. But the excitement soon died down when the reviews appeared, showing up the real character of the book, which did not appeal to the readers in this Colony."

In fact, Caine's works have never been very popular. The public libraries, of course, did not stock it, and the largest book people in Toronto and Winnipeg refused to sell it."

There are a series of misstatements there and perhaps the most effective reputation is provided by the consensus of reports of prominent booksellers in the different provinces, showing "The Woman Thou Gavest Me," second in the list of best selling novels in both October and November, as shown in the tabulated reports in the November and the present issue of Bookseller and Stationer. But for the bookbinders' strike in England, preventing the filling of further demands, the book would have made a still better showing. As a matter of fact, the Canadian publishers have orders waiting to be filled for a couple of thousand additional copies of the book, with repeats continuing to pile up.

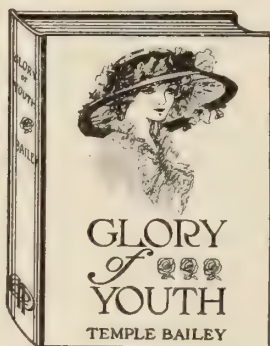
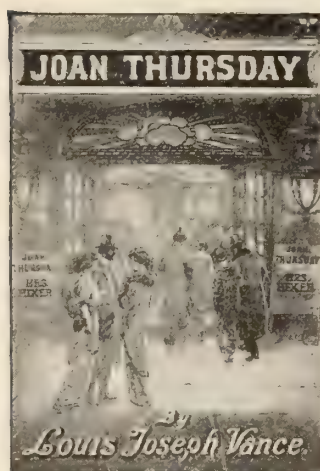


News of Books and Bookmen

Interesting Trade Intelligence.

"The Garden Without Walls," a "first novel," the author being Collingsby Dawson, an English writer, is being most favorably received in the United States and in Canada, not a few putting it in the very front rank of the season's novels. The puritanical conscience and the pagan imagination of the hero, war with each other and looking beyond the walls of public opinion, he wandered into adventures of which many only dream. He sought his heart's desire in England, Italy, France and America, and three heroines, the Anglo-French, friend of his childhood, an exquisite American and an exotic half-Italian, contribute largely to the fascination of the book.

"Making-Over-Martha" which is the book with which McClelland and Goodchild are having their greatest success this season is if anything better than "Martha-by-the-Day," but they say that book is selling to-day better than it did last year when the first edition appeared.



Two of the season's novels.

Alfred Russel Wallace's new volume "The Revolt of Democracy," appeared almost at the same time as word came of the aged philosopher's death. He was 91 years old. The book contains the life story of the author by Jane Marchant.

A biographical edition of James Whitcombe Riley's works in six volumes, including 220 poems and prose sketches not previously published in any book, the entire collection presented in precise chronological order, the volume including elaborate biographical notes prepared under Riley's personal supervision, is one of the items of

special interest included in this season's Bobbs-Merrill offerings displayed in the sample room of their Canadian agents, McLeod and Allen.

William C. Smith, author of "How to Grow 100 Bushels of Corn per Acre on Worn Soil," has been elected mayor of Delphia, Indiana.

"Everyone's" is a new magazine published in England, edited by Flora Klickmann, who also has charge of "The Girl's Own and Woman's Magazine."



Mrs. Jean M. Thompson, author of "Water Wonders," whose new book, "The Three Bears of Porcupine Ridge," is being brought out by the W. A. Wilde Company.

These books seem to appeal to the same class of readers as did "Mrs. Wiggs of the Cabbage Patch." This firm has put out a holiday edition of Selma Lagerlof's, "The Wonderful Adventures of Nils" and among their new novels are "A Son of the Hills," by Comstock, author of "Joyce of the North Woods;" "The Devil's Garden," by W. B. Maxwell, "Sandy's Love Affair," by S. R. Crockett, "An Average Man," by R. H. Benson, and "Round the Corner," by Gilbert Carman.

Among Dent's new color books are sumptuous editions of Walt Whitman's "Leaves of Grass," with twenty-four illustrations in color, by Margaret Cook and "Wordsworth's Ode to Immortality," with twelve colored pictures by Norah Neilson Gray. In biography some of Dent's interesting titles this autumn are "My Story," by Tom L. Johnson, edited by Elizabeth J. Hauser; "Wagner: as Man and Artist," by Earnest Newman and "Swinburne," by John Drinkwater. Their new art books include: "The Masters of Past Time," translated from the French of Eugene Fromentin.

Among the season's important new books are biographies of Florence Nightingale and Lord Lytton on Macmillan's list.

A novel shortly to be brought out by John Long, the London publisher, is "The Wisdom of the Fool," by "Coronet." One man, thought to be a fool, wins the woman he wants, through his belief in the ultimate triumph of good over evil. The other loses the woman he loves by his all-pervading suspicion of everything and everybody.

One of the notable books of the season is Scott's *Last Expedition*, being the journals of Captain Robert Falcon Scott, together with the reports of the journey and the scientific work taken up during the expedition. The work was edited by Leonard Huxley, with the assistance of surviving members of the expedition and of Lady Scott. There are 260 black and white and 18 full page illustrations in color, including a two-color portrait of Scott in addition to four fac simile pages from Scott's diary. There are also eight photogravure portrait plates of different men of the expedition, and six drawings by Dr. Wilson, three of which were made at the Pole and one on the return journey. The work is put out by McClelland and Goodchild in two volumes, each having 500 pages.

It has been made apparent in untold books that remarkable interest lies in the personality of individuals. It has remained, however, for a comparatively new author to show the special characteristics which may be seen in gatherings of people. In *"Crowds"* by Gerald Stanley Lee a study is made along entirely new lines of the "thousands who gather" and some very interesting social queries are interjected. The author is an American newspaper man who has fallen in love with the sight of the people on Holborne Hill and it has aroused him to a study of democratic conditions. The book is one which will arouse a good deal of thought and yet at the same time is very readable.

Among the titles brought out by S. B. Gundy special interest attaches to Cosmo Hamilton's *"A Plea for the Younger Generation,"* whose play *"The Blindness of Virtue"* was so well received this year. A novel by this author entitled *"The Door that has no Key,"* is another of this publisher's November issues. There are also two books by Irvin Cobb: *"The Escape of Mr. Trimm,"* a novel and a humorous volume called *"Bill-of-Fare."* Helen Woodruff is on the same list with two holiday volumes, *"The Lady and the Slipper,"* and *"Really-truly Stories."* Gundy's list also includes the Fleming Revell Company's books, among these being Marietta Holly's *"Samantha on the Woman Question,"* which is not only timely but facetious, keen and telling in its advocacy of *"Votes for Women."* *"The Torchbearer,"* by I. T. Thurston is a book for girl guides. In fiction the leading volume is Caroline Abbot Stanley's *"The Keeper of the Vineyard."*

Temple Bailey's new novel the *"Glory of Youth"* has been likened, in a letter to the publisher's from a lady engaged in the book business, to Mrs. Barclay's *"The Rosary."*

Price Collier, the American author, died on November 3rd on the Island of Funen in the Baltic where he had gone in connection with his work on a series of articles dealing with Scandinavian countries.

Pitman's Magazine of Business Education is a new penny weekly devoted to business education, and to the requirements of commercial men, advanced business students, and teachers of practically every subject included in a commercial curriculum.

Have you ordered enough blank books to supply the January demand?

Every Christmas sale you make in the early days of December will help to lessen the crush in the last few days.

Canadian Books and Authors

About New and Forthcoming Books

The fact that there are ten thousand love-lorn maidens in the various Canadian cities and towns, anxiously awaiting the moment when their banker-lovers will achieve the "raise" which will permit marriage, is one not ordinarily imagined. *"A Canadian Bank Clerk"* to be issued shortly by William Briggs, Toronto, estimates that there are twelve thousand bank clerks in Canada whose salary will not permit them to attain the happy married state. The book itself is a romance drawn from practical life and written around the experiences, problems, and temptations of the bank clerk's life. A good deal of interest is being taken in the book from a negative standpoint by one or two of the Banks, and it is even whispered that officers high up in these institutions in question, do not entirely approve of its publication.

Some light on that much discussed problem, the high cost of living, is given in an interesting, if perhaps indirect, way in a new book *"The Ranchmen,"* by L. V. Kelly, of Calgary, just being put on the market by William Briggs. Mr. Kelly who is a young newspaper man, has written a comprehensive history of the ranching industry in Alberta, beginning with its earliest years and coming up with a mass of illustrative detail and a host of stories, some humorous, some gruesome, some pathetic, to the end of what has been the Province's feature industry. Vivid pictures are given of the days a few years ago when hundreds of thousands of head of cattle wandered over the Western ranges, were rounded up by the ubiquitous cow boys and were preyed on by occasional wandering Indians. The decline of that industry is comprehensively outlined.

A devotional work by Dr. Wilfrid Grenfell, the missionary of the Labrador, is among the season's new books. Its title is *"The Attractive Way."*

The two works by Arnold Haultain, *"Life and Opinions of Goldwin Smith,"* and *"The Correspondence of Goldwin Smith,"* have been issued in a two-volume set, with gilt-tops and boxed for presentation purposes.

Walt. Mason, the poet philosopher whose daily rhymes delight thousands of newspaper readers, is a Canadian-born. A volume of his writings has just been brought out by McClelland and Goodchild under the title of *"Rippling Rhymes."* The same house is bringing out Pauline Johnston's *"Legends of Vancouver,"* in cloth and ooze leather editions.

"The Passing of Oul-i-but, and Other Stories," by Alan Sullivan, is among the new fiction issues by Dent's this season. Rich in descriptive powers, vigorous and tense, the writer in this volume is seen to be equally at home among the Eskimo, on the Dawson trail in the Hudson Bay territory and other parts of Canada's outlying regions as he is in describing delights of the seasons or dealing with problems of life or the standard of true manhood. It is one of the particularly fine books among the season's productions of Canadian writers.

Heinemann's of London announce *"The Romance of Newfoundland Caribou,"* with reproductions of photographs by the author.

Books Received

Astronomy Simplified. A. C. Henderson, B.D., F.R.A.S.
London: James Clarke & Co. Cloth, 2s. 6d.

A book designed to extend a knowledge of the science and to elevate the thoughts of the reader "from Nature up to Nature's God."

Twenty Centuries of Paris. Mabel S. C. Smith. New York: T. Y. Crowell Co. Cloth, \$2.00.

A fascinating account of the great European capital at different historical periods, from the time when Julius Caesar paid a visit to the savage tribes who made its site their headquarters, down to the brilliant Paris of the present day.

William of Germany. Stanley Shaw. London: Methuen & Co. Cloth, 7s. 6d.

This work is a record of the reigning German Emperor's life and of the most interesting and important events in the world's history, so far as they relate to the Emperor and his Empire, during the last fifty years:

For Uncle Sam, Boss or Boy Scouts at Panama. By Percy Fitzhugh. New York: T. Y. Crowell Co. Cloth, \$1.25.
An ingenious story of adventure.

"Christmas Tree House." Mary F. Leonard. New York: T. Y. Crowell Co. Cloth, \$1.50.
A sequel to "Everyday Susan."

True Character Building. Charlotte Simons. Boston: Dana Estes & Co. Cloth, 50c.

A series of essays from the viewpoint of one who is "intent to perceive the harmony of existence and the universe."

"Perceptions." Robert Bowman Peck. London: Elkin Mathews, Cork St. W. 2s. 6d. net.

The Perceptions of Robert Bowman Peck form one of a most charming little books of verse. Mr. Peck is to be congratulated on the quality of his work and also on the variety of his subject and his treatment of them. Each stanza is study in harmony and a song with its own music.

"The Woman Thou Gavest Me." By Hall Caine. Toronto: Musson Book Co. Cloth, \$1.25.

This bids fair to become at least as famous as any of his well known preceding works. It is being translated into fourteen different languages, including Japanese and Yiddish.

It is a remarkable novel of such absorbing interest that the reader is literally "held." It is the life story of Mary O'Neill, written in the first person with unassuming intimacy, in seven parts: "My Girlhood," "My Marriage," "My Honeymoon," "I Fall in Love," "I Become a Mother," "I am Lost," and happily concludes with "I am found."

Westways. S. Weir Mitchell. Toronto: William Briggs. Cloth, \$1.25.

Anything from the pen of Dr. S. Weir Mitchell is sure to be of more than ordinary interest and value; therefore his new novel, "Westways," is a distinct addition to current fiction. Dr. Mitchell celebrated his eighty-fourth birthday last February, but this story of over five hundred pages is written with the characteristic ease and vigor that has endeared him to his public.

The New Testament Period and Its Leaders. By Frank T. Lee, D.D. Boston: Sherman, French & Co. Cloth, \$1.35.

A volume setting forth how Christianity was prepared for, inaugurated, emancipated from Judaism, and how it became universal.

Wessely's French Dictionary. By J. E. Wessely. Revised

by L. Tolhausen in collaboration with E. Heymann.
London: T. Fisher Unwin. Cloth, 2s.

Select Notes. A commentary on the International Sunday School Lessons for 1914. By Rev. Francis N. Peloubet, D.D., and Amos R. Wells, Litt.D., LL.D. Boston: W. A. Wilde Co. Cloth, \$1.00.

This is the fortieth annual volume. To obtain an enormous sale for such a book for a single season is a notable feat, but to continue the achievement, with constantly increasing sales, for four decades, in the face of strenuous competition, is an extraordinary achievement. Yet that is just what Peloubet's Notes have accomplished. The result is due to their uniform excellence, their breadth of view, their fairness in stating both sides of disputed points, their fulness of illustration and anecdotes, the wealth of material they bring together from the best sources, their practical helpfulness for teacher and pupil, and their freshness which keeps them always parallel with the most recent thought and with the great events of the modern world. All of these qualities are exemplified in the volume for 1914.

The Training for Efficiency. Orison Swett Marden. New York: T. Y. Crowell Co., Cloth, \$1.25 net.

Brief, straight-to-the point talks for readers young and old, on how, with the powers at their command, they may attain the highest possible degree of efficiency. Here, in compact form and fascinating style, is given the very essence of the inspirational philosophy and practical teachings of the Marden books.

The Little Window. Helen M. Hodgson. New York: T. Y. Crowell Co. Cloth, 50c. net.

A charming narrative of New England village life.

The Secret of Love. J. R. Miller, D.D. New York: T. Y. Crowell Co. Cloth, 50c. net.

"Wherever two lives have learned to live together in love, there is a bit of heaven," is the text around which the preachment is developed.

Dorothy Brooke Across the Sea. New York: T. Y. Crowell Co. Cloth, \$1.50.

In this final volume of the Dorothy Book series, Dorothy goes abroad in company with one of her numerous friends of school and college days. A special feature, in addition to the girls' lively experiences, is the capital description of interesting foreign scenes.

The Things That Endure. J. R. Miller, D.D. New York: T. Y. Crowell Co. Cloth, \$1.00 net.

The trend of the chapters composing this latest book, prepared from the manuscripts of Dr. J. R. Miller by his former editorial associate, Dr. Faris, can be gathered from the title; namely, that it is pitiful to spend one's years in doing things that are not worth while, things that will perish and leave no record of good in any life.

Heidi. Johanna Spyri, translated by Helene white. New York: T. Y. Crowell & Co. Cloth, \$1.50.

A new holiday edition.

Through England With Tennyson. Oliver Huckel. New York: T. Y. Crowell & Co. Cloth, \$2.00.

An important addition to the Crowell Travel series.

General Sir Alex. Taylor. By A. C. Taylor. London: Williams & Norgate. Cloth, 2 vols., net 25s. net.

This biography of one of the heroes of the Indian Mutiny is the work of his daughter. The stirring scenes in which his personality was a dominating factor are depicted on her pages with a vividness and charm which make them fascinating and inspiring reading.

Paul Bourget. L'Abbe Dimnet. London: Constable & Co. Cloth, 1s.

A volume in the series of Modern Biographies put out by this publishing house.

Hilda's Experiences. May Baldwin London: W. & R. Chambers, cloth 5s.

A story of Australia, with six colored illustrations by W. Rainey.

The Girls of Abinger Close. L. T. Meade. London: W. & R. Chambers, cloth 3s 6d.

A new story by this popular writer of stories for girls.
Pam, Robin and Stumps, by Gertrude Doughty. London: W. & R. Chambers, cloth 2s 6d.

A charming juvenile story.

Nature and Industry Series—"When the World was Young," "Childhood of Nature," "Stories of Woods and Fields," by Elizabeth Brown. New York: World Book Co., 3 vols., cloth.

Eminently suitable for supplementary reading in the public schools.

Barbara's Philippine Journey. Frances Williston Burks. New York: World Book Co., cloth.

An interesting description of the geography of these islands and the customs of the people given in narrative form.

The Trail to Yesterday. Charles Alden Seltzer. New York: Outing Publishing Co., cloth.

A novel of the West. A girl "tenderfoot" is forced into marriage with a cowboy whom she had never before seen, and the tale moves forward with absorbing interest to the "right ending."

In Search of a Husband. Corra Harris. Toronto: Copp Clark Co., cloth \$1.25.

"In search of a Husband"—is there anything more to be added to this title by way of description? It speaks pretty plainly for itself. And after all, who can possibly describe Corra Harris's novels?

Perhaps Mrs. Harris's own method can be adopted with good result; she contends that nothing begins or ends anywhere; that the novelist merely lifts the curtain on a play in the acting; if you happen to see what is to you the beginning and the end of anything, you are a lucky person.

My Wife's Hidden Life. Anonymous. Toronto: Hodden & Stoughton, cloth \$1.25.

Here is a remarkable chronicle. Clement K. Shorter, editor of "The Sphere," writing about it recently, designated it "a human movement." It tells vividly and pathetically a story which might be written by many a husband. The writer poses neither as a teacher or a moralist, but by the terrible significance and truth of what he writes, the book serves as a sign-post to husbands of a certain class, and wives too may find valuable guidance. The point emphasized is the amazing ignorance in which it is possible for human beings to live, concerning those with whom their lives are indissolubly bound up. Poignantly, appealingly, is told the story of a husband's tragic mistake and a wife's heroic self-sacrifice and self-repression.

The Dark Flower. John Galsworthy. Toronto: Copp Clark Co., cloth \$1.25.

This is a remarkable novel by the English novelist who carries on to the newer generation the great tradition of Meredith as an interpreter of men and women. The author has adopted an unusual and striking plan. He presents three crucial episodes in the emotional life of his hero—Spring is the idyll of his youth; Summer is the passion of his young manhood; Autumn is the mature love of the hero's years of discretion. The charm of Galsworthy's style and his appreciation of the delicate shades in character were never better shown than in this novel.

The Gringos. R. M. Bower. Toronto: Copp, Clark Co. Cloth, \$1.25.

In "The Gringos." B. M. Bower has written again of the West and of ranch life such as she knows so intimately and loves so well. The time is the days of '49 when California was the Mecca of all the world's gold seekers, and the setting is the ranch of Don Andres Picardo, a Spanish grandee in the southern part of the State.

The Millionaire. By E. B. Morris. Toronto: Copp, Clark Co. Cloth, \$1.25.

There are prizes in life that money cannot buy. The love of a good woman is one of them. Morgan Holt, inheritor of many millions, preferred to come to hand grips with the world and conquer a place in it, as his ancestors had done, without the aid of his money. This is the story of how in a little Virginia town he set out to prove his worth, and win for himself the best in life. The story has many intimate touches of character and humor. It is a book to read and smile at and to think about afterwards. There is a real question in it.

British Columbia in the Making, 1913. By John Bensley Thornhill, F.R.G.S., is a new issue by the Copp, Clark Co. The author, who is an experienced explorer and pioneer, has been on work in the field in different parts of British Columbia, and has gained a thorough knowledge of the country. The maps have been prepared with great care, and indicate the country that will lie within the sphere of influence of Canada's Pacific coast ports as soon as the Panama Canal is open.

"On the Seaboard." August Stundberg. Translated by Elizabeth C. Westergreen. Cincinnati: Stewart & Kidd Company. Cloth, \$1.25.

A novel by the Swedish writer, who has been referred to by critics in such terms as this: "A demolisher and a reformer that came like a cyclone, with his daring thought and daring words, which broke in upon the everlasting tenets and raised Swedish culture."

How to Win at Auction Bridge, by Cut Cavendish. London: T. Werner Laurie, cloth 2s 6d, net.

Embodying a description of the game and chapters devoted to declaration by the dealer and successive players;

The Glory of Youth. Temple Bailey. Toronto: The Copp Clark Co., cloth \$1.25.

Should an engagement bind two people who have discovered that they do not love each other? Here is the theme of this charming love story in which four lives are tangled. Two women there are who do not know their own hearts until too late—two men who know where their happiness lies and are bound by their code of honor not to seek it. The comedy runs perilously near to tragedy before a puff of wind clears away the clouds and in bringing tears brings happiness and content.

The New Alinement of Life. Ralph Waldo Trine. New York: Dodge Publishing Co., cloth \$1.25.

This new volume in the series of "life books," deals with what the author refers to as "Religious, Philosophical and Political Renaissance."

John Millington Synge and the Irish Theatre by Maurice Bourgeois. London: Constable & Co., cloth 7s 6d.

A systematic study of the life and writings of Synge in their relation to the theatre, constituting a biographical and sociological, rather than a purely literary interpretation of Synge's life-work.

Minions of the Moon. Madison Cawein. Cincinnati: Stewart & Kidd Co., cloth \$1.00.

A volume of poems forming an interpretation of the beauties of nature.

A Fool and His Money. By Geo. Barr McCutcheon. Toronto: William Briggs. Cloth, \$1.25.

Scene is an ancient castle on the Danube, which the impulsive American hero buys on sight. There are dungeons, hints of buried treasure, whispers of mystery, an odd family of stout retainers, and finally a beautiful and so, when they see any one on the road who seems to need a lift, they always stop and offer it. This practical application of the golden rule leads to amusing misunderstandings and adventures, which are here recounted.

Gold. Stewart Edward White. Toronto: Musson Book Co. Cloth, 1.25 net.

If ever a book had "atmosphere"—there! let it stand in all its brave banality—this book has it. Those early days of the '49 craze close around the reader in chapter one—and as Frank Munroe, slowly, but not too slowly, makes his way via Panama to the land of fortune the excitement grows keener, the clamor louder and the struggle more intense. San Francisco, with its "plenty more where that came from" spirit, colossal prices and soaring wages seethes with the fever. After a few dashing deals in finance the party of which Munroe is one presses on up the river and into the mountains, till they quite suddenly come upon the actual diggings. The climax of their first painful is neatly told.

As soon as life becomes routine again the party leaves gold washing for the wilderness—untracked mountains, where gold comes in nuggets instead of particles. There, what with lucky strikes, attacks by Indians and cold-blooded robberies, a considerable sense of excitement pervades the day's work.

Linked Lives. D. Kinmount Roy. Toronto: Copp Clark Co. Cloth, \$1.25.

A tale of Scotland a hundred years ago by a Canadian author writing under a pseudonym.

It is a well-rounded novel full of action in which the Battle of Waterloo figures conspicuously and an interesting love story is unfolded.

Every Boy's Book of Handicraft, Sports and Amusements. By Chester Curtis Fraser. Boston: Dana Estes & Co. Cloth, \$2.00.

A companion book to "Three Hundred Things a Bright Girl Can Do." This work covers the whole range so far as is possible of the best active interests of the typical boy, anywhere between the ages of ten and twenty.

The Golden Woman. Ridgeway Cullum. Toronto: Copp Clark Co. Cloth, \$1.25.

A tale about a woman of power and force, a man of determination and strong purpose in an atmosphere of the occult.

Notwithstanding. Mary Cholmondeley. Toronto: Copp Clark Co. Cloth, \$1.25.

Another highly interesting tale by the author of "Red Pottage."

Wise and Winsome. By Uncle Reg. London: Charles H. Kelly. Cloth, 1s. 6d.

A volume of short stories for boys and girls.

The Life of Henry Labouchere. Olgar Labouchere Thorold. London: Constable & Co. Cloth, 18s.

This important volume deals in a most interesting and thorough manner with the career of one of the most brilliant of British journalists. Labouchere was born in the reign of William IV. and lived to see George V. on the throne. He played a striking and original part in the democratisation of England.

Memoirs of Li Hung Chang. London: Constable & Co. Cloth, 10s. 6d.

Li Hung Chang, at once the most famous of modern Chinese statesmen and the first to receive honors from Western nations, made in 1896 a memorable journey to

Europe and America, of which this Diary is a vivid personal record. Many shrewd judgments of monarchs and statesmen of every nationality, naive self-avowals, humorous comment and serious reflection make up this attractive book. Among the distinguished acquaintances of Li Hung Chang who figure in the narrative, are Bismarck, General Gordon, Gladstone, and President Cleveland.

Good and Bad Trade. R. G. Hawtrey. London: Constable & Co. Cloth, 6s.

An enquiry into the causes of trade fluctuations.

The Unexpurgated Case Against Woman Suffrage. Sir Almroth E. Wright. London: Constable & Co. Cloth, 2s. 6d.

Sand Dunes and Salt Marshes. By Charles Wendell Townshend M.D. Boston: Dana Estes & Co. Cloth, \$2.00.

The book is an intimate account of sand dunes and salt marshes, and as such will appeal to all lovers of the sea-shore where these features are to be found.

Fletcherism: What it is. By Horace Fletcher, London: Ewart Seymour & Co. Cloth, 2s. 6d.

A comprehensive treatise in which the author relates briefly the story of his regeneration, bringing himself to splendid physical and mental condition through the principles and practice of the system now universally known as "Fletcherism."

Character Building. By Charlotte Simons. Boston: Dana Estes & Co. Cloth.

A neatly gotten up book of fifty-seven pages with decorated cloth cover and a suitable gift book for holiday trade.

Muscle Control. By Maxick. London: Ewart Seymour & Co. Boards, 2s. 6d.

With 54 full-page illustrations from special photographs.

Canada and Newfoundland. By A. J. Sargent. London: George Philip & Son, Ltd. Paper, 8d. net.

Seven lectures prepared for the visual construction committee of the Colonial Office.

The Russian Empire of To-day and Yesterday. Nevin O. Winter. Boston: L. C. Page & Co. Large quarto, decorated cloth, boxed, \$3.00.

The country and its peoples, together with a brief review of its history, past and present, and a survey of its social, political and economic conditions.

My System. J. P. Muller. Revised English edition. London: Ewart, Seymour & Co. Decorated boards 2s. 6d.

Fifteen Minutes' Work a Day for Health's Sake, is the keynote of this book. There are numerous illustrations in connection with the exercises set forth.

The Land of Pearl and Gold. Alexander Macdonald. London: T. Fisher Unwin. Cloth, 5s.

A volume that helps in a most interesting manner in the spreading of knowledge about the Australian interior, regarding which even Australians are said to know so little, Australia to the average person being simply the well known cities, the goldfields and the sheep-raising country.

The Open Window. E. Temple Thurston. Toronto: Musson Book Co. Cloth, \$1.25.

Love phantasy, full of happy philosophy and touches of sentiment, of two people who took refuge from the noise and turmoil of city life in a quiet English vicarage.

If It Please You. By Richard Marsh. London: Methuen's. Cloth, 6s.

A volume of entertaining short stories.

Recently Copyrighted Books.

- Anna Borderis' Career.** Margarete Munsterberg. Toronto: McClelland & Goodechild. Cloth \$1.30.
- Another Man's Shoes.** Victor Bridges. Toronto: S. B. Gundy. Cloth, \$1.25.
- Average Man, An.** R. H. Benson. Toronto: McClelland & Goodechild. Cloth, \$1.25.
- Benedict Kavanagh.** G. A. Birmingham. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- Best Stories in the World.** Thomas L. Masson. Toronto: Musson Book Co. Cloth, \$1.00.
- Bond of Free.** David Lyall. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- Bridge Builders, The.** Annie S. Swan. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- Broken Halo, The.** Florence Barelay. Toronto: McClelland & Goodechild. Cloth, \$1.35.
- Catch-My-Pal.** Rev. R. J. Patterson. Toronto: Hodder & Stoughton. Cloth, 625.
- City of Purple Dreams, A.** M. Wilson Craig. Toronto: McClelland & Goodechild. Cloth, \$1.25.
- Cupid Goes North.** Martin Swayne. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- Dark Flower, The.** John Galsworthy. Toronto: Copp, Clark Co. Cloth, \$1.25.
- Day That Changed the World, The.** Harold Begbie. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- Desire of the Moth, The.** Maxwell Gray. Toronto: McClelland & Goodechild. Cloth, \$1.25.
- Devil's Garden, The.** W. B. Maxwell. Toronto: McClelland & Goodechild. Cloth, \$1.25.
- Dinah Leaves School.** Marjory Royce. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- Door That Has No Key, The.** Cosmo Hamilton. Toronto: S. B. Gundy. Cloth, \$1.25.
- Down Among Men.** Will Levington Comfort. Toronto: S. B. Gundy. Cloth, \$1.25.
- Doubtful Character, A.** Mrs. Baillie Reynolds. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- Dust of the Road, The.** Marjorie Patterson. Toronto: McClelland & Goodechild. Cloth, \$1.35.
- Escape of Mr. Trimm, The.** Irvin S. Cobb. Toronto: S. B. Gundy. Cloth, \$1.25.
- Fairchild Family, The.** Mrs. Sherwood. Toronto: Macmillan. Cloth, \$1.75.
- Familiar Spanish Tales.** Henry Smith Williams. Toronto: Musson Book Co. Cloth, net \$2.00.
- Glory of Youth.** Temple Bailey. Toronto: Copp, Clark Co. Cloth, \$1.25.
- Golden Road, The.** L. M. Montgomery. Toronto: McClelland & Goodechild. Cloth, \$1.50.
- Golden Rule Delivers, The.** Margaret Cameron. Toronto: Musson Book Co. Cloth, \$1.00 net.
- Greek Wonder Tales.** Lucy M. J. Garnett. Toronto: Macmillan. Cloth, \$1.75.
- Grip of the Past, The.** J. A. Stuart. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- Happy Women.** Myrtle Reed. Toronto: McClelland & Goodechild. Cloth, \$1.50.
- Her Ladyship's Conscience.** Ellen T. Fowler. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- Holiday Engagement, A.** Claribel Spurling. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- Hyacinth.** G. A. Birmingham. Toronto: Hodder & Stoughton. Cloth, \$0.75.
- In Search of a Husband.** Corra Harris. Toronto: Copp, Clark Co. Cloth, \$1.25.
- Insidious Dr. Fu-Manchu, The.** Max Rohmer. Toronto: McClelland & Goodechild. Cloth, \$1.25.
- League of St. Louis, The.** David Whitelaw. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- Leviathan.** Jeannette Marks. Toronto: S. B. Gundy. Cloth, \$1.35.
- Love That Lasts, The.** G. B. Burgin. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- Main Road, The.** Maude Radford Warren. Toronto: Musson Book Co. Cloth, \$1.50.
- Mates.** Dugald Ferguson. Toronto: Hodder & Stoughton. Cloth, .75.
- Modern Fiction Library.** The Heart of Rome, F. M. Crawford; Four Feathers, A. E. W. Mason; Fair Margaret, F. M. Crawford; Mother, Kathleen Norris; The Long Road, J. Oxenham. Toronto: Macmillan. Cloth, each, .50.
- Mrs. Day's Daughter.** Mary E. Mann. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- My Wife's Hidden Life.** Anonymous. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- November Joe.** Hesketh Priehard. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- Peanut.** Albert Bigelow Paine. Toronto: Musson Book Co. Cloth, .50 net.
- Peeps Series.** The Naturalist at the Sea Shore. Peeps at History—Germany, France. Peeps at the Royal Navy. Peeps at Royal Palaces of Great Britain. Peeps at Architecture. Peeps at Great Men—Sir Walter Scott. Peeps at Life and Legends of Other Lands—Norse and Lapp. Toronto: Macmillan. Cloth, .50 each.
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- Secret of the Sea, The.** Ethel Turner. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- Scouts of the Sea Island, The.** Percy F. Westerman. Toronto: Macmillan. Cloth, \$1.00.
- Shepherd of Us All, The.** Mary Stewart. Toronto: S. B. Gundy. Cloth, \$1.25.
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- Tales from "Earthly Paradise."** Mrs. Sherwood. Toronto: Macmillan. Cloth, \$1.75.
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- Healthy Marriage.** Wrench. Medical. Toronto: Macmillan. Cloth, \$1.25.
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- How to Read Shakespeare.** Prof. James Stalker, M.A. D.D. Toronto: Hodder & Stoughton. Cloth, \$1.25.
- If God Be With Us.** Rev. John Hutton, A.M.A. Religion. Toronto: Hodder & Stoughton. Cloth, \$1.00.
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(Continued on page 30)

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Every bookseller and stationer knows
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Those who have this attractive display
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Every sale means a satisfied customer.

We furnish this case Free to every bookseller and stationer adding the
“A.A.” Line. In sizes to correspond with the order—Holding one, two,
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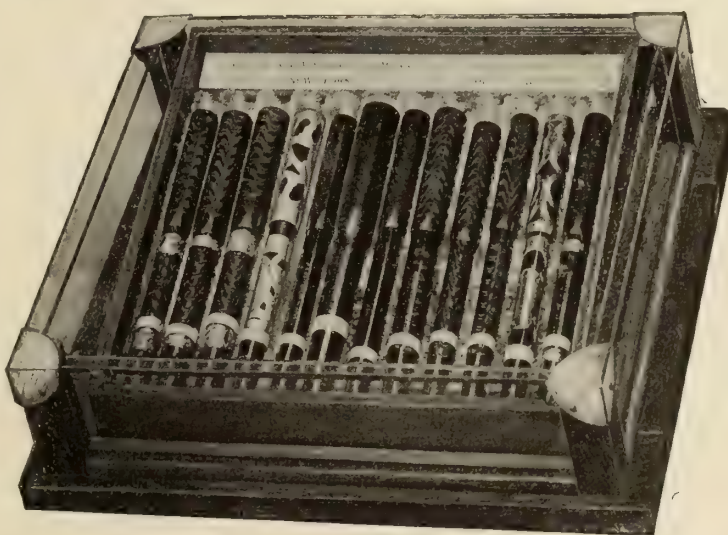
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Make a complete, attrac-
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Photographic Department

Making it a Success.

PART 6.

By Geoffrey H. M. Le Hain.

CHRISTMAS SUGGESTIONS.

Now we come to the Christmas business in your Photographic Department. "Cameras for Christmas Gifts" might well be your slogan during December. Think out a strong selling plan and put your plan into execution strenuously and you will do a big business in cameras. Here are a few items to take into consideration: the ranges of cameras, the advertising, the store and window displays.

In the range of cameras you handle there will be of course certain popular lines, popular as to size, shape, convenience, price. Select these cameras to feature prominently in your advertising and displays—but have your range as complete as possible, so that you can meet the demand for a more moderately-priced line, or a more expensive one.

I recommend very strongly to you this "complete line" idea, it is so much easier to compare two articles, than to compare one article and a description in a catalogue, however well described the latter may be.

You will notice that in the last paragraph mention is made of comparing two articles. This is meant literally, as selection between half a dozen or more cameras is a very confusing proposition for your customers, especially if they do not use a camera themselves.

It seems that the best way would be to size up the customer and sell him the camera that he ought to have, and not confuse him with a number of different lines. It seems reasonable that if you explain clearly the working of the one camera you are selling to your customer, he will judge or compare any others he may see with which you have made him familiar.

The arranging of a selling talk on cameras and accessories will be the subject of an article in this department later on, and will be prepared by an expert on this line.

In many cases the manufacturers anticipate the demand for cameras for Christmas Gifts, and to this end prepare certain lines in suitable fashion for presentation. The lines which the manufacturers feature you should feature also; by so doing you derive the benefit of their efforts, advertising, etc.

A very important thing is that you find out the advertising plans of the lines you are handling. In most

cases national advertisers distribute particulars of their plans, to give the dealers the opportunity of "linking-up" with the scheme. In any case, get in touch with your supply house. Get details of the advertising which is to be done. Study the scheme and make your own plans accordingly. In most cases you will be able to get cuts similar to those used by the manufacturers and by using these you get the support of the big campaign. A good idea would be to clip the ads used in the campaign and send them to your local papers with instructions to "follow closely for style." Of course your name would be the strong display line but the public will be familiar with the general appearance and set-up of the ad.

The following is quoted from an article entitled "Dressing the Window," written by a Toronto window-trimmer considered particularly adept in his line:—

"Scores of books and thousands of magazines contain articles on advertising, but how many of them say a word on window dressing? I feel like making a few remarks on the adornment of this silent but very effective advertiser.

"The store window might safely be called one side of a debate, because it puts forth an argument and if it is like the debating side it argues only one subject. In other words a window, to attract attention, ought to feature one item as a central attraction. To endeavor to display a little of everything all at one time would be like trying to list a little of everything all on one page of your catalogue, or like trying to call attention to everything you sell, in a small section of a newspaper.

"The secret of the success of every great man or concern, namely, concentration, might be safely applied to the adornment of the store window. You have a new book or a new camera? Feature it for the time being. True, there might be other articles included just as there might be other speakers present at a gathering as well as the speaker of the evening, but wait until the speaker of the evening speaks, then the others seem subdued and become as a mere background. So it must be with a window display. You must concentrate attention on your new book or new camera.

"Do you want to dress a window? Get an idea and incorporate it into your display. There is some great event at hand and the thought of it is uppermost in the minds of everybody? Link the name of your line with this important event through the medium of your show cards."

You might consider getting out a little circular at this time suggesting the various lines suitable for Christmas Gifts. Make it as attractive as possible and as useful as possible. Imagine yourself as being perplexed in making up a list of Christmas Gifts. Now get out a leaflet which will help make the selection. Good illustrations, pithy snappy wording, not a long drawn out affair.

The World In Art



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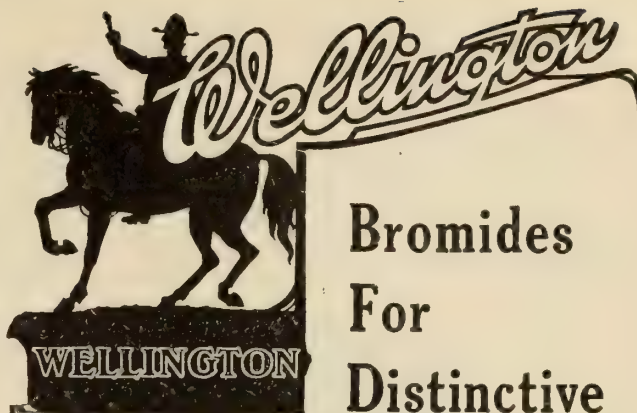
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It is an absolute fact that prize winners the world over use Wellington Bromides for exhibition pictures. Why not **always** use these papers and have the prize-winning quality in **your** enlargements?

Write for instruction booklet on Bromide enlarging—sent free.

Wellington & Ward
MONTREAL



**THERE'S MONEY
FOR YOU
IN THESE LINES**



Goods that give satisfaction to the user are the kind that it pays the merchant to sell.

We can **prove** to your utmost satisfaction that PEERLESS ribbons and carbons belong to that class.

We will do this by means of samples backed up with evidence as to what highly successful dealers are doing with the PEERLESS lines.

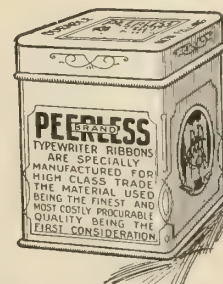
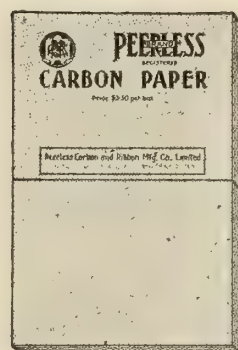
There are almost numberless inferior makes of ribbons and carbon papers on the market, and there is a danger of ruining future business by selling them. Therefore, **SELL GOODS OF GUARANTEED MERIT.**

Then you will win the confidence of your customers, and at the same time, in handling PEERLESS ribbons and carbons, you will have a good margin of profit.

If you are not now a PEERLESS DEALER, it will pay you to link up with us. Progressive stationers throughout Canada are proving this every day.

WRITE FOR SAMPLES AND AGENCY TERMS FOR YOUR TOWN

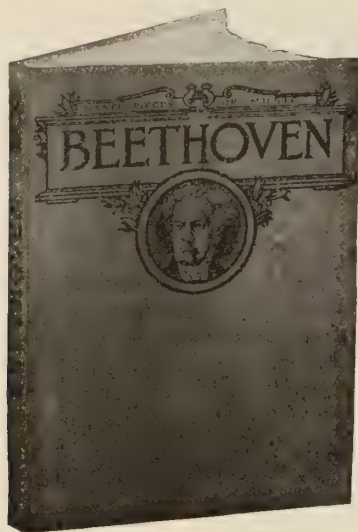
PEERLESS CARBON AND RIBBON MFG. CO., Limited
176 Richmond Street West TORONTO, CANADA



In the Music Department

Some New Publications.

A series of books which appeal especially to people who are both book lovers and lovers of music, are the "Masterpieces of Music," each volume dealing with one composer, including an appreciation of the musician and specimens of his compositions. These books are 9 x 12 inches in size. This year's additions to the ten volumes previously issued include "Handel," "Liszt," "Verdi," "Meyerbeer," "Rubinstein," and "Weber."



One of the series in Jack's Series of Masterpieces in Music—courtesy Copp-Clark Co.

BOSWORTH'S IN CANADA.

The well-known music publishing house of Bosworth & Co., of London, England, with branches at Leipzig, Vienna, Zurich and Paris have recently completed arrangements whereby they will be represented in Canada by Musgrave Bros. and Davies, of Toronto.

The Bosworth catalogue is held in high esteem because of the "teaching material" which it sets forth and "The Edition Bosworth" includes such famous works as "Sevek Violin," "Beringer Scales," "Beringer's Methods and Technique," the famous portrait series of classics and brilliant composers are represented in the vocal, piano and violin sections.

The Life of Ethelbert Nevin. By Vance Thompson Borten. The Boston Music Co., cloth, \$2.50.

This life of Nevin can almost be spoken of as an autobiography being based on his letters and his wife's memories, so that the author's work has been largely a matter of selection and the result is a most interesting book that will be welcomed wherever the name and the melodies of this inspired artist have found a place in the hearts of the people. His life has been one of much travel, and the letters that he has written to his relatives and friends, from the various points of his journeys, form in their contents as well as in their style, admirable documents to illustrate the simplicity and the sensitiveness of the writer. The excerpts from his correspondence are many, and many are the details that his wife has to tell of the long struggle and the ultimate triumph that rewarded the belief in his purpose, and his earnestness in its pursuit.

The value of this biography is greatly enhanced by numerous illustrations, and by the addition of some posthumous compositions, published here for the first time.

Beethoven by Vincent D'Indy. Boston: The Boston Music Co., cloth \$1.25.

A critical biography translated from the French by Dr. Theodore Baker. The book contains seventeen inter-

esting illustrations. The author submits that the career of every creative artist, whose life attains normal duration, divides into three periods differing one from the other in the character of the composition: imitation, transition, reflection, and to this study of Beethoven, restricted perforce to an examination of his most characteristic works, this volume is devoted.

A series of catalogues and lists comes from the Boston Music Co., including a general catalogue and announcements of new music, the latter introducing an article on "The Place of Music in Settlement Work" by M. A. DeWolf Howe. There are also biographical sketches of J. Guy Ropartz and J. Humphrey Auger, the eminent Toronto musician who died on June 13th.



RECENTLY COPYRIGHTED MUSIC.

"Now God Be With Us." Vesper Hymn. By John Adamson. (Words and Music.) Whaley, Royce & Co., Limited, Toronto, Ont., 6th November, 1913.

"O Lord! Correct Me." Arranged by John Adamson. (Words and Music.) Whaley, Royce & Co., Limited, Toronto, Ont., 6th November, 1913.

"Be Thou Nigh." By Eben H. Bailey. (Words and Music.) Whaley, Royce & Co., Limited, Toronto, Ont., 6th November, 1913.

"Guide Us! Guard Us!" By Jordan-Leland. (Words and Music.) Whaley, Royce & Co., Limited, Toronto, Ont., 6th November, 1913.

"My God and Father, While I Stray." By E. W. Marston. (Words and Music.) Whaley, Royce & Co., Limited, Toronto, Ont., 6th November, 1913.

"Fishing Yarns." Words by Channing Pollack. Music by Charles J. Gebest and Rennold Wolf. Jerome H. Remick & Company, New York, N.Y., U.S.A., 11th November, 1913.

"American Tourists." (We'll Go to the Cabaret.) Words by Channing Pollock. Music by Charles J. Gebest and Rennold Wolf. Jerome H. Remick & Company, and Cohan & Harris Publishing Company, New York, N.Y., U.S.A., 11th November, 1913.



Record of Copyright Books

Published in Canada.

Secret of a Helpful Life, The. Silent Time Series. Religion. Toronto: Hodder & Stoughton. Cloth, \$1.00.

Shall We Do Without Jesus? Rev. A. C. Hill, M.A. Religion. Toronto: Hodder & Stoughton. Cloth, \$1.25.

St. Paul and the Mystery-Religions. Rev. Prof. Kennedy. H.A.A., D.Sc. Religion. Toronto: Hodder & Stoughton. Cloth, \$1.00.

Story-Life of the Son of Man, The. Wayne Whipple. Essays. Toronto: S. B. Gundy. Cloth, \$2.50.

Richardson and Basset. Digby Wright. Toronto: McClelland & Goodechild. Cloth, \$2.00.

Toiling of Felix, The. Henry Van Dyke. Poetry. Toronto: Copp, Clark Co. Cloth, \$1.50.

Tudor Shakespeare. Toronto: Macmillan. School Cloth, .25; Special Cloth, .35; Leather, .55.

Unwritten Sayings of Our Lord, The. Rev. David Smith. Religion. Toronto: Hodder & Stoughton. Cloth, \$1.00.

Value and Destiny of the Individual, The. B. Bosanquet. Toronto: Macmillan. Cloth, \$3.00.

Weaving of Glory, The. Rev. G. H. Morrison, M.A., D.D. Religion. Toronto: Hodder & Stoughton. Cloth, \$1.25.

Wild Life Across the World. Cherry Kearton. Toronto: Hodder & Stoughton. Cloth, \$5.00.

Work-a-Day Girl. Clara E. Laughlin. Sociology. Toronto: S. B. Gundy. Cloth, \$1.50.

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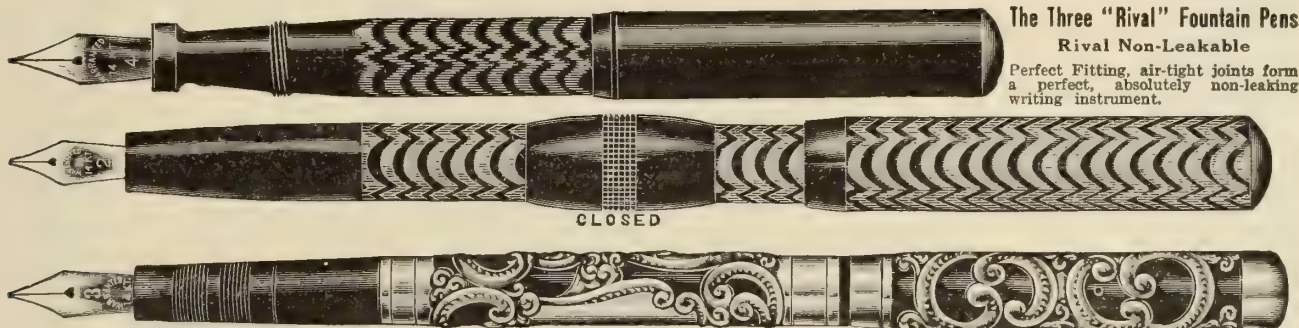
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The Three "Rival" Fountain Pens

Rival Non-Leakable

Perfect Fitting, air-tight joints form a perfect, absolutely non-leaking writing instrument.

NEW RIVAL SELF-FILLER Pen is filled by simply turning the collar in center of barrel to opening. Press hard rubber bar, release and pen is filled. No metal parts to corrode or to rot rubber sack. Has all the good reliable features to be found in any of our pens, plus the special advantage just mentioned. Made in three sizes: No. 22, No. 23, No. 24. Plain Chased and Gold Mounted.

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Twins of buying. One cannot exist with-
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The high quality of all "Standard" Blank
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But this is not all, take a look at:—

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Millions from Waste
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A WINDOW DISPLAY OF CHRISTENSEN MARBLES WILL SELL THEM QUICKLY

THE bright hues, beautiful designs and general attractiveness will prove an IRRESISTIBLE TEMPTATION TO CHILDREN. The CHRISTENSEN toy marbles are accurately made and have an exceptionally fine finish. They are supplied in many shades and colorings, including NATIONAL, ONYX, AMERICAN, CORNELIAN, PERSIAN, TURQUOISE, ORIENTAL, JADE and ROYAL BLUE. To show them is to sell them—a highly profitable line. WE also make BALLOT BALLS, CRYSTAL GLASS CASTOR BALLS, GLASS BALLS FOR PUMP VALVES, LITHOGRAPHIC USES, etc. It will pay you well to get into touch with us.

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for every system,
in all colours, copy-
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Manufacturer and inventor of the world-known

Alizarin Writing and Copying Ink.

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paper when writing
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(Registered.)

Here's the line to hold—
John Heath's Telephone
Pen. You will not hold it
long because it sells so
quickly. There's quality
about it. It writes
smoothly, never corrodes,
and lasts long. Get
connected with the Telephone
Pen for quick sales.

Supplied by all
the leading
wholesale houses
in Toronto and
Montreal.

London (Eng.)
Export Agency,
8 St. Bride St.,
LONDON, E.C.

\$1



The Morton Dollar Pen
gives the stationer a big
profit, yet the customer
gets a regular \$2.00 value
article for the price.

For gross lots we give you
your imprint.

We have retail customers
selling a gross per month
of the Dollar Pen.

Write for samples and
prices.

Christmas

is very close to us now.
Have you a stock of
Mounted Pens?

The Morton line is ack-
nowledged to be the finest
range of Mounted Pens
manufactured.

Prices retail from \$2.50 to
\$10.00 each. Mounted
\$1.00 to \$5.00 Plain
Barrel.

Price list and catalogue
cheerfully furnished.

Made by
J. MORTON
New York

Canadian Agents;

MENZIES & COMPANY

LIMITED

27 Richmond Street West - TORONTO

IMPORTERS OF

Christmas Cards, Calendars, Ball Programmes,
Menus, Fancy Blank Cards, Ball Programme
Pencils, Post Cards, etc., etc.

YOU WANT GOODS THAT SELL

We actually make every one of the **FULTON** products from the raw stock. Each process of the manufacture is carefully watched over, and not a single article leaves our factory until it has the approval of our experts. We have no hap-hazard methods. This explains **FULTON QUALITY** and **VALUE**.

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F Sign and Price Markers
U Rubber Type and Business Outfits
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T Self-Inking Stamp Pads
O Non-Blurring **WOOD** Stamp Pads (Patented)
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GIVE YOUR TRADE THE BEST.

Send for Catalogs.

FULTON RUBBER TYPE COMPANY
 ELIZABETH, N. J., U. S. A.

Beautiful Merchandise Deserves Worthy Display

Dennison's
TRADE MARK

Christmas Specialties

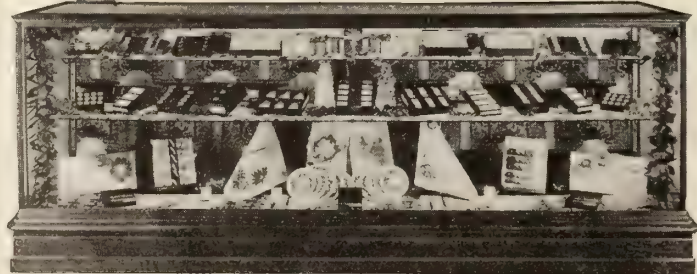
Have been made with thoughtful consideration of every detail. The goods, embodying as they do the colors and emblems of the holidays, lend themselves perfectly to festive decoration.

Dennison Decorations

are easy to put up, are striking in beauty and will sell quantities of goods for you. Trim your posts, balcony, counters,—and you will soon realize the selling power of display.

A Dennison Christmas Case

will add wonderfully to the attractiveness of your store. Upon request we will send you the detailed layout which will reproduce the case illustrated.



Dennison Manufacturing Co.
THE TAG MAKERS.

TORONTO, 160 RICHMOND STREET, WEST

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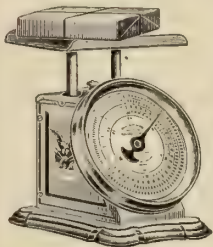
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USEFUL HOLIDAY GIFTS**Don't
Guess!****"Pelouze" Postal Scales**

are scientifically made. They show exact weight in ounces, also cost in cents on all classes of mail matter.



Mail and Exp. 16 lbs.
Commercial 12 lbs.
U. S. 4 lbs.
Victor 1½ lbs.

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Banks and large business houses use "Pelouze" Scales because of their accuracy, reliability and durability.

Made in several styles.

Ask for a "Pelouze" Scale

For Sale by the Best Dealers

Order through your Jobber

Pelouze Manufacturing Co.

232-242 E. Ohio Street
CHICAGO

Xmas and New Year Post Cards, Booklets, Calendars, Seals, Tags, Little Cards, etc. A Big Range at all prices.

Send in your hurry orders.

We ship day order is received and guarantee to please you.

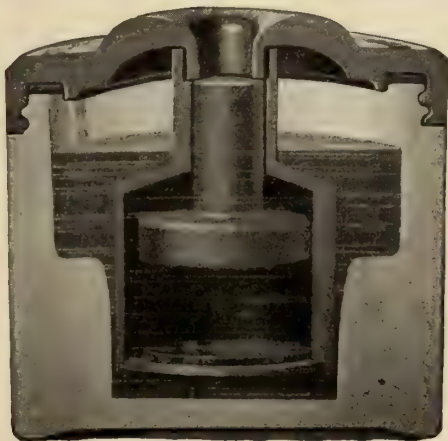
Our Xmas Catalogue is ready, send in your name for one.

Pennants and Cushions

Have a Catalogue of these worth while having. A post card brings it.

**PUGH SPECIALTY
COMPANY, LIMITED**

38 to 42 Clifford St. -:- Toronto, Can.



Sectional View No. 1

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will find it to their advantage to write us at once for **Trade Discounts and Terms**. Illustrated circulars fully describing our whole line and especially prepared for the Canadian market will be furnished gratis.

WRITE US TO-DAY.

Display Cards and Imprinted Circulars FREE.

SENGBUSCH SELF-CLOSING INKSTAND COMPANY

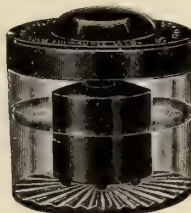
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MILWAUKEE, WIS.

**The SENGBUSCH
SELF-CLOSING INKSTAND**

Has stood many critical and severe tests and has been adopted by thousands of large Corporations, Banks and Business houses in general.

Over 10,000 in use by the UNITED STATES GOVERNMENT.



No. 1

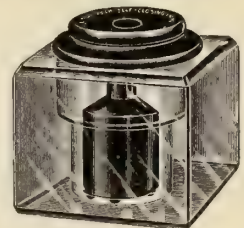
The only inkstand in the world that **CLOSES ABSOLUTELY AIR-TIGHT AFTER EVERY DIP — NO EVAPORATION — DUST-PROOF.**

FRESH INK AT ALL TIMES, whether ink is in well two months or two years.

SELF-ADJUSTING—UNIFORM DIP—your pen is supplied with just enough ink—no **OVERLOADED PENS**, causing ink spots and untidiness.

SAVES

75% on **YOUR** ink
50% on **YOUR** pens



No. 2



*The Gift Pen
of Quality.*



SWAN
Fountain Pen

Prepare for Xmas Trade: An extensive advertising campaign to popularize the "Swan" is now at its height. You should reap the benefit from this in increased Christmas trade. If you do not already carry "Swan" Fountain Pens you are missing a steadily growing and lucrative trade. The "Swan" keeps persistently ahead of the popular standard by which fountain pens are measured. The purchaser of a "Swan" discovers after years of use that he bought a much better pen than he had expected. That is the kind of satisfaction you want to give your customers. The "Swan" writes smoothly with a velvety touch, will not leak or blot and stands up to hard usage as no other fountain pen will.

There is a generous profit for the dealer in "Swans." Write for full information immediately. We have very attractive window displays which will be sent you on request.

Mabie, Todd & Co. 124 York Street, Toronto

NEW YORK

HEADQUARTERS, LONDON, ENGLAND

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THE HOUSE OF TUCK

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CHRISTMAS CARDS
CALENDARS
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POST CARDS
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JUVENILE BOOKS
TOY NOVELTIES
PAPER DRESSING DOLLS

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FINE ART & BOOK PUBLISHERS, LTD.

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LOOK FOR NAME AND TRADE MARK.

HIGGINS' TAURINE MUCILAGE



THE demand for a clean, tenacious and pure mucilage, secure against the corrosive influences affecting the average product in this line, induced us to put upon the market Higgins' Taurine Mucilage. It avoids the defects of the cheap and nasty dextrine and the dear and dirty gum mucilages. It is stronger, catches quicker and dries more rapidly than any other mucilage, and is perfectly clear, clean, non-corrosive, non-sedimentary and pleasant to sight and scent.

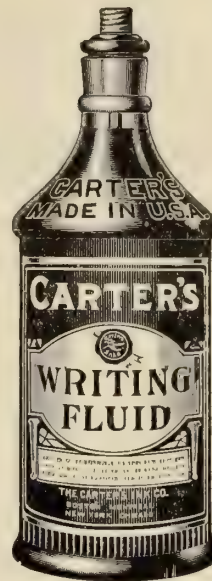
It is put up in both bottles and safety shipping cans, and will be found not only convenient for use, but entirely satisfactory so far as its working qualities are concerned. It will please your trade.

HIGGINS' AMERICAN DRAWING INKS
BLACKS AND COLORS

The Standard Liquid Drawing Inks of the World

CHAS. M. HIGGINS & CO., Manufacturers
NEW YORK CHICAGO LONDON
Main Office and Factory, BROOKLYN, N.Y., U.S.A.

"MADE IN CANADA" CARTER'S WRITING FLUID



The quality never varies, it is always a bit better than the best of the rest

The
Carter's Ink Co.
356 St. Antoine Street
MONTREAL

Mr. Stationer—

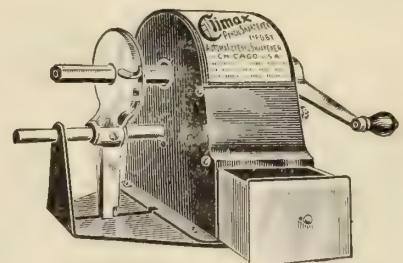
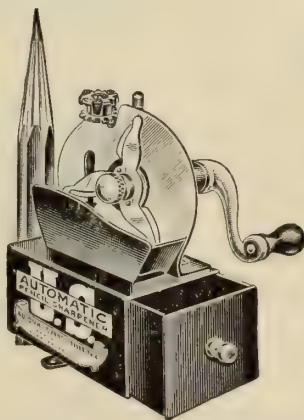
Your Stock is not complete without the

U. S.

Jumbo

Atlas

Climax



Four best selling Pencil Sharpeners

HUGHES—OWENS COMPANY LIMITED

312 Ross Avenue, Winnipeg

MONTREAL

TORONTO

VANCOUVER



A.W. FABER



"CASTELL"

THE FINEST AND BEST **DRAWING**
COPYING **PENCILS IN EXISTENCE.**
COLOURED

"**CASTELL**" Drawing Pencils made in 16 degrees are unexcelled for smoothness, uniform graduation and durability.

"**CASTELL**" Copying Pencils, black lead, hard, for carbon copies.

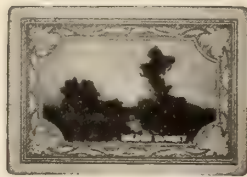
"**CASTELL**" " " " " soft, for writing purposes.

"**CASTELL**" " " violet lead, soft and hard.

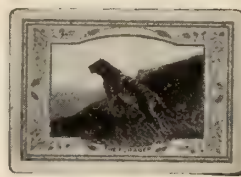
"**CASTELL**" Polychromos Pencils in 60 different colors, light proof



160-MARCIA.



169-GOLDEN SUNSET.



163-THE FORAGER.



162-JANE.

Season 1913-1914.

Congress Playing Cards

Gold Edges.

Air-Cushion Finish.

For Social Play.

TWELVE NEW designs from original subjects—masterpieces of the brush and printers' art—gathered from various parts of the world.

CONGRESS CARDS create a good impression in the minds of your customers—just as they add tone and distinction to a card party.

TRANSPARENT-LID 2-PACK BOX, enables you to display without soiling cases.

CONGRESS FOLDERS, showing actual cards, all designs, including the TWELVE NEW, sent to dealers upon request.

Use BICYCLE cards for GENERAL PLAY.

Copyright, 1913, by

The United States Playing Card Company, Cincinnati, U. S. A.



168-ART.



168-MUSIC.



158-EVENING SHADOWS.



164-STORM CLOUDS.



169-WANDA'S WOOING.



155-SOUTH SEAS.



161-CURIOSITY.

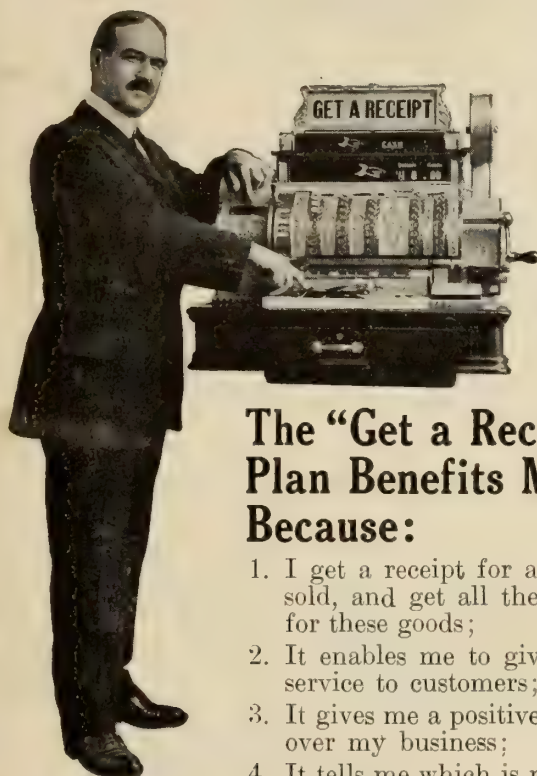


167-VENETIAN LAGOON.

The "Get a Receipt" Plan Benefits

Merchant

Clerk



The "Get a Receipt" Plan Benefits Me Because:

1. I get a receipt for all goods sold, and get all the money for these goods;
2. It enables me to give quick service to customers;
3. It gives me a positive control over my business;
4. It tells me which is my most valuable clerk;
5. It prevents misunderstandings with customers and thereby increases trade.



The "Get a Receipt" Plan Benefits Me Because:

1. I get a receipt for having handled each transaction correctly.
2. It enables me to wait on more customers and establish a better selling record.
3. It proves my accuracy, honesty and ability.
4. It prevents disputes with customers;
5. It teaches me to place the correct value on money and to handle it accordingly.

Besides the merchant and clerk, the "Get a Receipt" plan benefits customers.

Stores using the "Get a Receipt" plan can give quick service to their customers.

The result is a **satisfied** trade, which is the best advertisement for your store.

Every merchant can give better service to his customers, increase the efficiency of his clerks and get more net profit for himself by using the "Get a Receipt" plan.

The receipt issued by the National Cash Register protects customers against mistakes; furnishes proof of what servants and children spend when sent to the store; prevents mistakes on charge accounts.

Write for more information

The National Cash Register Company, 285 Yonge Street, Toronto
Canadian Factory, Toronto

Wm. Sinclair & Sons

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Limited

Makers of all
kinds of cheap
**BLANK
BOOKS**

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"Sports" Playing Cards

The Best
Value
in the
Market

One
of
Many
Varieties



LACROSSE DESIGN

Leaders in
a second
grade
Good Luck
and
St.
Lawrence

Special card for whist players, Colonial Whist
We are headquarters for Playing Cards—Made
in Canada—Style and finish equal
to Imported Cards.

Advertising Cards of all sorts, Novel designs
Sorted Litho. and Book Papers

FOR SAMPLES AND PRICES APPLY

**CONSOLIDATED LITHOGRAPHING AND MANU-
FACTURING CO., LIMITED**

Successors to The Union Card and Paper Company, Montreal

A Habit

Using a certain kind of writing
paper soon becomes a habit when
a satisfactory kind of writing
paper has been found. The habit
of using

*Crane's
Linen Lawn*

has become fixed on a great many people
because they have found in it the most satis-
factory paper in shape, texture and price.

It would be difficult to find a paper better
suited to the dealer's needs. You needn't
stop to explain its merits, your patrons know
it. They have formed the habit of buying
Crane's Linen Lawn. Some people in your
town haven't heard about it. Tell them in
the advertisements which we have prepared
for your use. Write us to-day.

Eaton, Crane & Pike Co.
Pittsfield, Massachusetts

*Stafford's
Inks*

**Mucilages and Paste
are Made in Canada**

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

*S.S. Stafford's
Inks*

LOOSE LEAF METALS

or

Complete Books

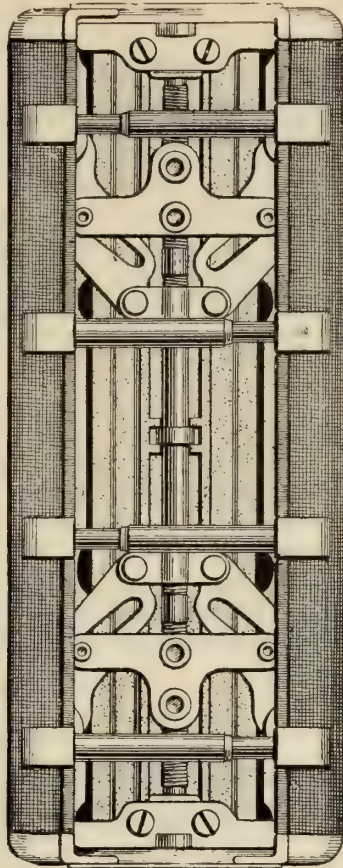
TRADE ONLY

Send for Prices.

They are right.

BRITISH LOOSE LEAF
MFRS., LIMITED

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LONDON, ENG.



STEPHENS' INKS

You should order your Winter supply now.

We have a large stock of Stephens' Inks in glass and stone. All sizes.

Price list on application.

Mail orders promptly filled.

**Smith, Davidson &
Wright, Limited**

Wholesale Stationers
and Paper Dealers
VANCOUVER, B. C.

TOY PROFIT

There is good profit in a line of Toys—besides, it attracts the family trade and that is the kind that pays.

Successful toymen keep posted on trade happenings, new articles, new ideas of salesmanship and window dressing, where to buy stock, etc.

"PLAYTHINGS"

each month has all the news of the toy trade. Subscription price ONE DOLLAR AND FIFTY CENTS a year postpaid.

Subscribe now and join those who are keeping up-to-date and in the swim.

A sample copy free if requested.

McCready Publishing Co.

118 East 28th Street

New York

The Drysdale Company, Inc.

CHICAGO and NEW YORK

Valentines—a choice selection of exclusive ideas and designs, in photogravure and hand colored.

Post Cards—25 subjects, artistic, sentimental, and refined comic.

Mounts at 10 and 25 cents.

Folders, in red envelopes, to retail at 10 and 25 cents.

Cards, in red envelopes, to retail at 10 cents.

Ideal Heads and Mottoes, in red folders, to retail at 35 cents.

A dainty assortment, in the **Drysdale quality.**

The Drysdale Productions can be obtained from

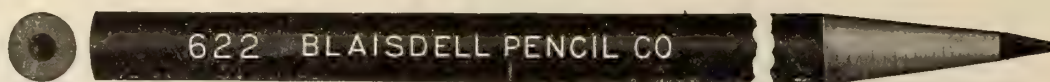
The Sutcliffe Co.

TORONTO

Chicago Office :
209 So. State Street

New York Office :
454 4th Ave.

? How about these
Blaisdell "Extra-thicks"



Large lead—as shown here. Extra-soft. Polished black wrapper.
Gilt Stamp. 7 inches long.



Lead slightly smaller than No. 622—as shown here. One grade softer. Polished
yellow wrapper. Silver stamp. 7 inches long.

Order by Number

These Blaisdell grades are made especially for newspaper men, reporters, writers, stenographers, and others who require a smooth, long-wearing lead which makes a decided black mark.

**Why not make a special display of
these attractive "comers"?**

Better write us for particulars today.

Pencils specially imprinted for advertising purposes.

Blaisdell Paper Pencil Co.
Philadelphia

No whittling. No waiting. No soiled fingers. No broken points.



Blaisdell Paper Pencils



FOR THE CHRISTMAS TRADE!

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DECKLE EDGE STATIONERY

—a distinctive, high grade,
note paper for smart cor-
respondence—stocked in
Regents, Kings, Note and
Envelopes.

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We are headquarters
for all the English
Xmas Periodicals
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A representative line of the
leading fiction always on hand.
Place your order with us now
for your Christmas require-
ments. List on application.

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**WINNIPEG NEWS
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GREGG BUILDING

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Perry's World-famed Pens



Perry & Co., Limited, are the largest
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QUALITY UNSURPASSED

ENQUIRIES SOLICITED

Special attention given to orders for
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THE M. J. O'NEALLEY CO.

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STENCIL BOARDS, OIL BOARDS

HIGH GRADE STOCK

WRITE FOR SAMPLES

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MASSACHUSETTS

BUYERS' GUIDE

The Topaz Pencil

As good as any at any price.
Better than any at the same price.

HB, H, with rubber tips,
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without rubbers.

INDELIBLE COPYING
Medium and Hard.

Write for Samples to

Warwick Bros. & Rutter, Limited
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Toronto Montreal

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Trade supplied by all Leading Wholesale
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Received Highest Award Medal and Diploma
at Centennial, Philadelphia, 1876; World's Fair,
Chicago, 1893, and Province of Quebec Exposit-
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OVER 80%
OF CANADA'S
BOOKSELLERS
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The Copp, Clark Co., Toronto.
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Raphael Tuck & Sons, Montreal.

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HALIFAX HOTEL
HALIFAX, N.S.

Circularizing the Dealer

¶ "I had not made a personal investigation of the retail situation for a year or two," said an agency solicitor and service man, "and I thought I would go out and get a line on it as a help to preparing a trade circular.

¶ "And what do you think I found? Why, some of the retailers I saw were getting fifty and sixty circulars a day! The worst was in the grocery line, but the drug line was almost as bad. Read them? What a chance! Nine-tenths of them went to the floor and were swept up unopened.

¶ "I have had some experience as to the waste of dealer literature before, but the condition to-day surpasses anything I have ever seen. It has grown much worse in a single year. There is no doubt about it, the dealers are being frightfully over-circularized."

¶ If that is so, and of course it is, what becomes of the specious claim of "exclusive attention" made for the trade circular or prospectus? What sort of impression does the retailer get of national advertising when he sees, daily, this enormous waste of advertising effort, and compares the inflated claims of many advertisers with respect to consumer advertising with their failure to get a hearing from him, the very first milestone on the way.

¶ Multiply this waste of trade circulars by their cost, both in postage and printing, and then draw a direct comparison with the same message when put through the columns of the trade press, the standardized medium for reaching the dealer. Of course, the efficiency of the trade papers in different industries varies; but as a rule there is at least one first-class medium in each field.

¶ There are several good reasons, aside from cost, why the trade circular should not be thoughtlessly used, and why advertisements to the trade should be made preferentially in the trade press. One of these reasons is that the trade press represents an organized attention and medium of publicity, comparable to a clearing-house or public market. At a certain stage in the development of an industry or business, it comes almost automatically into existence to economize the effort and cost of doing business previously being done in an unorganized way. So far from having its publicity-power weakened by the increase in its advertising pages by the apparent increase in competition between advertisers, the very reverse is true. Because with the growth of size goes the growth of income or means of improvement, and with improvement prestige and power. From either the retailer's or the advertiser's point of view, this condition is ideal in that it fixes the time, the place, and, as far as possible, the character of the advertising appeal. It makes an appointment with a high percentage of the paper's readers, and if it has a real message to deliver, keeps it.

¶ Dollar for dollar, effort for effort, idea for idea, the opportunities for cashing in are much greater in the trade press than in the trade circular. Some advertisers talk of putting more ideas and more power into their trade circulars to lift them out of the ruck and give them a better chance at the retailer's attention. Why not put the same time and effort into the trade-paper copy?


—Editorial, Printers' Ink, November 6, 1913.


THE HOUSE OF GAGE

Fountain Pens

MOORE'S NON-LEAKABLE FOUNTAIN PENS


New Model—Long Cap, Single Turn, Larger Ink Reservoir


			Price each
No.			
1	Plain Black, Chased or Mottled, No. 2 Size Gold Pen		\$1 60
2	do do do " 4 do		2 35

			
3	Narrow Gold Bands, Chased, No. 2 Size Gold Pen		2 35
4	do do do " 4 do		2 80


			
5	Wide Gold Bands, Chased, No. 2 Size Gold Pen		3 00
6	do do do " 4 do		3 60

The above "Tourist" Pens are only 4½ inches long when closed, being very convenient for ladies to carry in their chatelaine bag, or for gentlemen to carry in their lower vest pocket.

			
10	Plain Black, or Mottled, No. 2 Size Gold Pen		1 75
10M	Special for Manifolding, do		1 75

			
11	Handsomely Chased Barrels, No. 2 Size Gold Pen		2 00
31	do do do " 4 do		2 50

			
12	Narrow Gold Bands, Chased, No. 2 Size Gold Pen		2 65

			
13	Wide Gold Bands, Chased, No. 2 Size Gold Pen		3 00
22	do do do " 4 do		3 75

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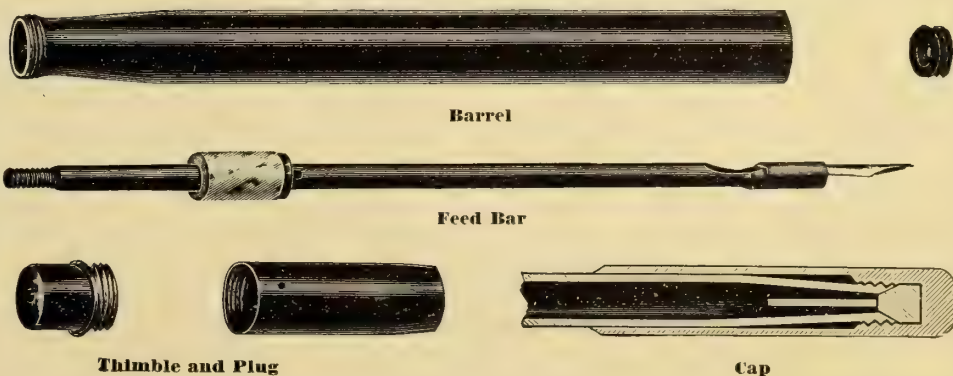
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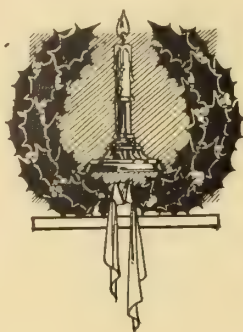
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